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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. VI. NEW YORK, FEBRUARY 10, 1892.

NO. 6.

"Tilling New Soil."

Circulation Created by Advertising
Always Pays.

The New York Recorder

is read by

*More Women,
More Athletes,
More Clubmen,
More Brokers,
More Bicyclists,
More Artists,
More Turfmen,
More Amateur
Photographers*

Than Any Other Newspaper.

DO YOU WANT TO REACH
THEM?

The New York RECORDER is recognized as the distinctive HOME NEWSPAPER of the Metropolis—not a bad reputation to have.

THE

Printing Press

has made many men rich, is still making men rich, and will continue to do so where it is supplemented by good business judgment.

THE

Atlantic Coast Lists

have put thousands upon thousands of dollars into the pockets of advertisers and are still doing so. They will continue to do so as long as advertisers desiring to address country readers insert advertisements which are attractive and inspire confidence.

More than one-sixth of the entire reading population of the United States outside of large cities read weekly these 1400 local family papers. A pretty large audience to address at half a cent a line a paper for transient advertising, or quarter of a cent when 1000 lines are engaged to be used during the year.



ATLANTIC COAST LISTS,

134 Leonard Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Vol. VI.

NEW YORK, FEBRUARY 10, 1892.

No. 6.

HALF-TONE ENGRAVINGS: THEIR USE IN ADVERTISEMENTS.

By Henry Lewis Johnson.

Editor of the "Engraver and Printer."

Pictures make an appeal universal and irresistible. The matter of illustration being recognized as the strongest element of book and periodical publication at the present time, its increasing use as a feature of general business is also of interest. The usual methods of illustration in periodicals may be classed under wood-cuts, relief-plate and half-tone engravings. The two former are naturally the best known, wood engraving being the first to be used in advertisements, and the later adoption of relief-plate engraving has tended to greatly increase the use of illustrations in advertisements.

The same characteristics which have made the half-tone so popular in pictorial matters apply to its use in advertisements. As a matter of definition, half-tone engraving is a process engraving on copper or zinc, as the case may be, being a photographic reproduction of the original, which in a general way may be anything which can be photographed. The process is used mainly for the reproduction of wash drawings and ordinary photographs. The term "half-tone" is given to the process because it best represents the full meaning of the method, as it reproduces the half-tones or semi-tones of the original by photographic means. The half-tones are those tones or shades of color which are variations of the lightest and darkest colors of the picture. The half-tones are rendered to some extent in pen drawings by delicate shading, but it is not possible to go far in this direction.

The advantages of the half-tone process are in the artistic elements and because it is the nearest approach which can be made to nature. Of course the ideal in all painting and

illustration is to approach as near as possible to the form and color of the original. In this point lies the principal advantages of this process. A half-tone engraving of a portrait or a view is the closest possible reproduction which can be made, being in the greater part a mechanical reproduction. Hence the same interest of accuracy of reproduction attaches itself to the illustration used in an advertisement. Supposing an insurance company wishes to enforce the fact of the great destruction due to some boiler explosion or accident. If this is made in a wood engraving, various points can be exaggerated, according to the engraver's will, but the half-tone reproduction carries its own evidence of the absolute accuracy of the scene, as any changes made in the original photograph can at once be detected, even by a casual observer.

Another point in favor of half-tone engraving is that in any illustration in which figure work forms a prominent part, it enables the closest approach possible to the original, conveying more color and feeling than any other process. The principal use of this process is seen in railroad advertisements, such as those issued by the Rock Island and Santa Fe routes, also by manufacturers of mechanical appliances, examples of this use being seen in the advertisements by the Thomson-Houston Motor Company. There are notable examples of the use of this process also seen in the advertisements of costumers. Figure work and society sketches can be treated in the most artistic manner in wash drawings, and the half-tone process enables their reproduction with the nearest possible approach to the delicacy of feeling and touch of the original. This class of work is particularly adapted to the highest class of manufactures which have artistic elements in themselves as the leading attractions. Prominent instances of the use of half-tone engravings in advertising various fash-

ions are seen in the advertisements of Gunther & Co. and L. P. Hollander & Co.

ELECTROTYPING.

The advertiser should bear in mind the fact that half-tone engravings should not be adopted unless the conditions in which they are to be used are such that creditable results can be obtained. The natural influence of a poor half-tone would of course not be as good as the same thing on a relief-plate in which good results were obtained. The full value of half-tone engravings can be secured only when the conditions are such as to admit of

sideration is paid to the half-tone work. Advertisers should realize the fact that when they send an illustration to a publication which is printed from plates, that the plate which they send has in turn to be electrotyped. Now, supposing an advertiser sends an electrototype. The result which will be shown in the publication will be from an electrototype of an electrototype, and naturally certain advantages of the delicacy of the original will be lost.

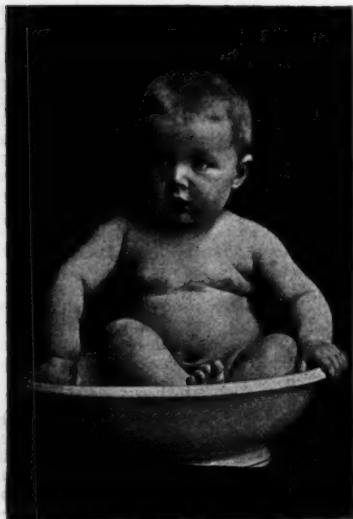
It must be evident that in electrotyping a large form a single half-tone engraving cannot be favored as is necessary for the finest results. As the engraving which is used in making up the form is not run in the edition, the advertiser can well afford to supply the original plate for use in electrotyping. Where large use is to be made of the illustration it is advisable for the advertiser to have two or more plates etched from the original negative, it being the custom of engravers to supply these plates at a much less cost than that of a single one.

PAPER.

The quality of the paper used is also an important consideration for the advertiser when considering the use of process plates. There has been a great improvement in this particular of late, and the quality of the paper used in many of the leading publications admits of very satisfactory results. In the *Youth's Companion*, *Century*, *Harper's*, *Scribner's*, *Cosmopolitan* and *Life* excellent results can be obtained from half-tone engravings. Some of the results seen are not satisfactory, but the fault probably lies in the condition of the original furnished. The advertisements

of Ivory Soap in recent issues of the *Century* show very good results. The subject in the January issue is a very good test, the prominent figure of the illustration being a figure in light costume, and in fact the drawing throughout is very delicate, and still good color is maintained in the print.

Improvement in the quality of the paper used in the advertising pages has also admitted of improvement in the quality of the ink. Web presses



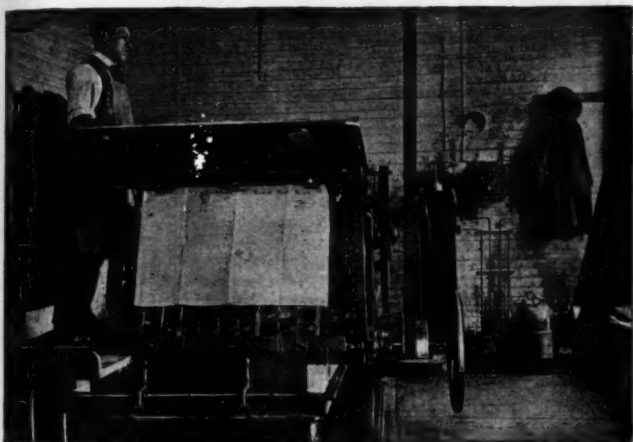
REPRODUCED FROM A PHOTOGRAPH.

Used by the Doliber-Goodale Company in advertising "Mellin's Food for Infants and Invalids."

its proper treatment. The most obvious imperfections in half-tone engravings used in advertisements are seen in vignettted illustrations in which the edges are hard and often blurred. This result is sometimes due to poor press work or poor paper; also it is difficult in large editions to secure good results, because the plate becomes worn and filled. In some editions, where duplicate plates are used, the results cannot be satisfactory unless particular con-

naturally require thinner ink than is ordinarily used. Some of the poor results obtained from half-tones are due to the thinness of the ink, which

mit of the successful use of half-tone engravings. These process plates can easily be secured from the engravers in the various business centers. Hard-



HALF-TONE ENGRAVING DIRECT FROM PHOTOGRAPH.

Used by the Thomson-Houston Motor Company in advertising motors.

fills the plate, giving a muddy, indistinct appearance to the print.

The various conditions, however, at the present time among the leading advertising journals are such as to ad-

ly any one passes by a good picture, and the use of this process, under its proper conditions, forms one of the strongest possible features to be obtained in an advertisement.

THE COMING MAN.

By R. B. PRATTIE.

The long-expected "coming man"
Must be the man, as I surmise,
Who gives a trial to each new plan
Inventive tradesmen advertise.

A shiny Dunlap crowns his head,
The Alpine kid his glove supplies,
And Lundborg's famous perfumes shed
Rare odors round him as he flies.

An Essex collar bought by chance
Of Earl and Wilson decks his throat;
His "Quaker City's" broad expanse
Will Kingsford's snowy starch denote.

To build his trousers, Plymouth Rock,
Historic name, will come at call,
Perchance if Nicoll makes his frock
"Twill be like "paper on the wall."

Lyon shall shield his wardrobe prime
From showers else drenching to the skin,
Tiffany measure out his time
And Barber Boyer shave his chin.

No bulging bunions shall he greet,
Nor with their irritating roots
Shall corns disfigure his poor feet,
Because he has tried Douglas' boots.

Then to the Hoffman he'll retire,
Where money opens Plenty's horn,
And take the sauce of Worcestershire
And sozzle there till early morn.

And then when Boland's Bitter Wine
Recruits his health, but leaves him weak,
Tarrant's Seltzer—how divine!
Will bring the roses to his cheek.

He'll marry, if I do not err
"A Single Lady, who desires
To keep house for a Widower,
And home, not salary requires."

When they're united, hand in hand
A honey mooning they will go,
And travel broadcast o'er the land
On the Baltimore and Ohio.

And when arrives that fatal day
And he expires, as all men must,
A Brewster carriage shall convey
To Greenwood's shades his honored
dust.

A LETTER FROM THE SECRETARY OF THE TYPOTHETÆ.

Editor of PRINTERS' INK:

The action of the Post-Office Department in your case is marked by the same unfriendly attitude that the officials in Washington have always displayed towards newspapers. As Sinclair Tousey once said to me: "We cannot expect justice from the Post-Office till Marr is dead." Marr was then one of the assistants to the Postmaster-General and about eighty years of age. He has long since departed this life, but the precedents he established still rule the Department; always decide against the public. When the law does not explicitly state a thing, the presumption, then, is that it must be construed against the publisher. Witness the long contention on the subject of insufficiently paid letters. For a long time a letter which should bear six cents postage was not forwarded, although one stamp was upon it. The exertions of the editor of the *Journal of Commerce* were continued for years before this rule was relaxed.

The trouble you are under is in consequence of a law passed some seventeen years ago, practically establishing a censorship. It declared that all newspapers should thereafter be prepaid, with the exception of those circulated in the county where published. Before that date we thought we knew what a newspaper or periodical was, but shortly after its enactment the Post-Office published its rulings, declaring what kind of a sheet should be esteemed a newspaper and what should not be admitted to the mails. To do this some one was required to read each periodical. There was no warrant in the law for this examination and discrimination. The newspapers were the same as they were the year before; the law simply changing the method of payment. After publication of these rulings many newspaper publishers were surprised to receive notice from the Postmaster at New York that they were not entitled to send their sheets at pound postage, but must put on stamps. Among those thus treated were the *Iron Age*, the *American Grocer*, the *Oil, Paint and Drug Reporter*, *Demorest's Monthly* and the *Shipping List*, the oldest newspaper in New York. The ground on which they were excluded was that they were chiefly devoted to advertisements. It

was not known to the officials that many papers are taken chiefly for their advertisements, and that advertisements are a very valuable class of reading matter. On being pressed to know the grounds for this ruling, the young gentleman who represented the Post-Office Department replied that periodicals or newspapers receiving the chief portion of their income from advertisements, or in which the advertisements decidedly preponderated over the reading matter, were advertising sheets and not entitled to pound postage, while those in which there were few advertisements were the real journals.

"You mean, therefore, to assert, do you, on the part of the Department, that the New York *Herald* is not a newspaper, as it derives an income of eight hundred thousand a year from its advertisers, and considerably more space is taken up with advertisements than with reading matter, and that the New York *Ledger* is a newspaper, as it has no advertisements, and, therefore, must be considered the typical American journal?" Such was the query propounded to him by one of the newspaper men he met. He was dumbfounded.

Several meetings of publishers were arranged so as to see this gentleman. Understand he was not an expert on newspapers, nor was he a man of vast experience otherwise. His age could not have been over twenty-six, and he was a lawyer by occupation. The Department withdrew his ruling in some of the most aggravated cases, and in nearly all of them the newspaper was finally admitted to the privilege of bulk postage. This ought not to have been the case if there had been a just construction of the law. Either they should not have been stopped or they should have remained excluded. The expense that was inflicted upon many of them was ruinous, and others, which had the means to pay, were compelled to throw away large sums to obtain the privilege which was theirs by right. The *Iron Age*, that mastodon of periodicals, was compelled to pay postage on each copy at two different times; the *American Grocer*, I believe, paid three times, and some others paid five or six. The Department did not give them this money back. Everything paid to it it keeps. Neither did it reimburse them for their legal expenses. It was very soon per-

ceived by the publishers that the Department would not be governed by legal rules nor by reasoning, and they, therefore, selected leading lawyers in accord with the administration, who succeeded in getting the right they wanted. One trade newspaper was not molested. It was the one conducted by my estimable friend Isaac H. Bailey, and is called the *Shoe and Leather Reporter*. It was just as objectionable as the *Iron Age* or the *American Grocer*. The bulk of its pages was filled with good, fat-paying advertisements. Mr. Bailey, however, smiled serenely when asked to join the conference of publishers, to prepare a protest, to express his opinion editorially, or to go or send to Washington. The Department was not going to touch his paper and he had no interest in the question. As a matter of fact, it did not. The advertisements of boots and shoes and leather, and all the other matter which make up that valuable and interesting trade journal, appeared with regularity, but the Post-Office Department did not interfere. He knew his men. Mr. Bailey is a hard party worker, a good stump speaker and a man of weight in political circles, and he was in accord with the administration. His confidence was well founded.

The law evidently needs changing. We should not be left dependent upon the tender mercies of Mr. Marr in the past, Mr. Bissell in the present, and some other person in the future. The law should have some definite phrases showing what a newspaper is, and what, if any, classes should be deprived of the privileges granted to others. But it seems ridiculous that the Government should attempt at all to discriminate between journals. They pay their way. The editor of a newspaper does not go to the post-office and ask as a favor that his journal shall be carried, but the Government comes to him and says in effect: "We are the only legal carriers of newspapers; we have a monopoly of this business, and we have decided to charge you so many cents a pound for what you place in our hands." If this occurred in practical life, and not in dealing with governments, this would be all there would be to it. The newspapers would be taken to the place designated and there the bill would be paid. If the common carrier afterwards found that he was charging too little, he

would add to it. We now pay all that the Government asks; it framed the law itself, and it made no discrimination. It used the term "newspaper or other periodical." That usage was well settled, both in the occupation and by the Post-Office, and the phrase now means what it did in 1870, 1860 or 1850. Why should a new official interpretation arise?

If we must have a censorship, something forbidden by the constitution of the United States, let the censor be a newspaper man of wide experience. Let him be Amos J. Cummings, Henry Watterson, Whitelaw Reid, or George William Childs—some one who really knows what a newspaper is and what it is not. Let him have experience, judgment, knowledge. Such cases should not be decided by irresponsible clerks, unknown to the country, nor even by prominent men not bred to the occupation. If the Government can exclude some papers on one pretext it can exclude others on other pretexts.

W. W. PASKO.

AN INSULT TO JOURNALISM.

On his recent visit to Washington in behalf of PRINTERS' INK, Mr. Philip Carpenter exhibited two scrap-books filled with hundreds of clippings from American newspapers commendatory of PRINTERS' INK and its mission. Mr. Fountain, the clerk in the Post-Office Department, after looking at them expressed the opinion (we quote from Mr. Carpenter's report) that:

All the clippings in the scrap-books were reading notices, inserted because PRINTERS' INK had an advertisement in the advertising columns. I told him that I was very sure that in not a single instance was that true. This did not seem to change his opinion in the least, that the reading notices were the result of the necessity on the part of the publishers of the papers to keep the good will of Geo. P. Rowell & Co's agency.

SAN FRANCISCO DAILIES.

SAN FRANCISCO CHRONICLE,
M. H. DE YOUNG, Proprietor.
SAN FRANCISCO, Jan. 21, 1898.

Messrs. Geo. P. Rowell & Co.:

I notice the item regarding the statements of circulation of the *Chronicle, Call* and the *Examiner* published in PRINTERS' INK of Jan. 6th. You do not mention the fact that the *Chronicle's* statement is sworn to. Might I ask if the statements of the other papers are sworn to? and by whom? or if not sworn to, if they are signed by the managers or proprietors of the papers? Also, whether there is anything about the statements which might indicate the possibility of the weekly edition

being included? As I am as sure that the *Chronicle* has at least double the circulation of the *Call* as I am of my own existence, I decidedly object to having them rated as *even* with the *Chronicle*. I understand that the statement furnished you by the *Call* in 1890 is signed by Helmore, who signs himself as "bookkeeper." Our city directory mentions Helmore as being a "STENOGRAPHER for the *Call*." Is it not possible that by direction of some one above him he is signing something the truth of which he knows nothing whatever about? It seems to me that you should be as much interested in proving the facts regarding circulation of the papers here as we are, as the reputation of your Directory is at stake in the matter.

If the statement of the *Call*, which you were at first disposed to accept, supposing it came from a reputable concern, is challenged by the other newspapers published here, and reasons given to show that the *Call's* statement could not be correct, I should think that you would feel called upon to ask the *Call* for further particulars. A few years ago Mr. Kent, your partner, stated to the writer that he believed that the *Call* did not have more than one-half the circulation of the *Chronicle*; and your own observations during your different visits here, I think, must have impressed you with the same idea. I do not suppose there is a SINGLE TOWN on the Pacific Coast where the *Call* has as much circulation as either of the other San Francisco morning papers. One thing that would certainly warrant you in asking further details from the *Call* would be the capacity of their press. It is utterly impossible for the press that they now have, and which is the same they have been using for over thirteen years, to print the edition they claim in the time they use in running off their edition, or in fact in any time that would make the papers printed on it available for a morning paper.

Now, as I said above, you ought to frankly ask the *Call* for some explanation, which I cannot see that they should object to giving. If they can make Hoe's machinery accomplish more than twice as much work as it was intended to perform by the builders, they ought to be proud of their accomplishment. The publication of any such preposterous statements as that of the *Call* in your Directory would naturally lead any one whose attention was called to the facts to question the correctness of the other information given in the book. If you wish to be entirely fair among the three morning papers here, with all of whom you have done business for a number of years, you now have an opportunity to do so. I appreciate the fact that as the *Call* has patronized both the Directory and PRINTERS' INK to a considerable extent, your feelings towards them should be of the most friendly character; but I cannot see that that should blind your judgment or prevent you from making correct statements, which you certainly will not do if you publish their circulation at the figures given in PRINTERS' INK. A directory should certainly aim to be correct, and take some pains to become so.

Now let me ask you one question: Do you know of any daily newspaper in the world, printing over 50,000 copies of an 8-page morning paper (Sundays 16 pages), that would be willing to take the chances of being able to issue same from one press of a pattern over ten years old, without improved folding attachments, and now discarded by most of the papers formerly using them? Will you kindly give me an answer to this question?

Yours truly, J. B. ELIOT,
Bus. Man, *Chronicle*,

A MISTAKEN NOTION.

THE EXAMINER,
SAN FRANCISCO, Jan. 12, 1891.

Editor of PRINTERS' INK:

I would call your attention to the enclosed pass through all the departments of the *Examiner* press and mail rooms, subscription and agents books, etc., and would be glad to pay the expenses of yourself or any trusted employee whom you may designate to visit San Francisco to make an examination sufficiently thorough to satisfy yourself and readers that there is at least one San Francisco newspaper that claims only its exact circulation and is perfectly willing to open all its books to demonstrate the fact.

I noted your article in behalf of the *Call*, but have not thought it worth while to make any reply or comment thereon, as the difference in the advertising rates should indicate to Eastern advertisers of experience the difference in the value of the various mediums. Of course, the *Call* makes no such claims here; so that their statements don't influence advertisers on the Coast. Kindly call your Mr. Rowell's attention to the matter, presenting my regards at the same time. He has visited San Francisco and naturally, keeping his eyes open, doubtless has an opinion of his own in the matter. If the result of his observation was such as to convince him that the *Call* had a circulation equal to that of the *Examiner*, or even that of the *Chronicle*, I have nothing further to say; but if it was not, I trust that you will take advantage of my offer, which is made in good faith and in the interest of honest statements as to newspaper circulation, a matter in which I know you are deeply interested. I have no reason to question your earnestness of intention in the matter, and still I fear that if we made full and conclusive evidence that the statement furnished by the *Call* was false that you would hesitate about printing the facts in relation to it and giving them as much space as the Newspaper Directory and PRINTERS' INK have given to the cases of some smaller papers that have attempted to deceive you and the advertising public by making false statements.

Yours very truly,
THE EXAMINER.

C. M. PALMER,
Business Manager.

The circulation statement of the San Francisco *Morning Call* is reproduced on another page. It is a good enough statement for anybody and purports to be signed by the man in charge of the circulation department. If this statement is not true it must be that such eminent, energetic and influential publishers as those of the *Examiner* and *Chronicle* can prove its falsity. PRINTERS' INK will pay \$100 for the proof. If the *Call* has a pressman of unusual ability, or a press that can knock out its neighbors right and left by reason of its marvelous power, these facts ought not to be distorted for the purpose of casting opprobrium on the manager of its circulation department, who, for all we know, may be a young man whose efforts should be encouraged instead of being treated with disrespect.

To Mess^{rs} Geo P Rowell & Co
 Publishers American Newspaper Directory.
 New York. N.Y.

Statement of Circulation
of the
San Francisco Morning Call
 September 1st - 1891

	June	July	August
1	† 58350	56550	55950
2	† 58150	56300	* 61900
3	† 58950	56150	56150
4	58650	56100	56200
5	55700	* 62100	56100
6	55600	56150	55950
7	* 61500	56350	56000
8	55700	56300	55750
9	55650	56350	* 61525
10	55700	56150	55800
11	55600	55850	55750
12	55650	* 61900	55550
13	56150	55950	55400
14	* 61800	55900	55600
15	55850	55950	55400
16	56150	56000	* 62200
17	55700	55750	55400
18	56150	55700	55600
19	56100	* 61700	55600
20	55850	55750	55400
21	* 61675	55700	56400
22	55800	55800	55400
23	55850	55550	* 62000
24	55700	55600	55400
25	55750	* 61800	55600
26	55850	55850	55600
27	55800	55950	55600
28	* 61900	55900	55600
29	55850	56000	55800
30	55800	55800	* 62200
31		56900	55800

Total - 1703870 1759100 1758920
 Daily Ave. - 56795 56748 56739

Sundays *

Special Order Extras †

Total, 3 Mos, 92 days

522,890

Daily Average past 3 months

56759

S.F. Call Co. Publishers
 for G. H. H. H.
 Manager Circulation Dept.

AN INTERVIEW WITH THE POST-OFFICE OFFICIALS.

In order to show what sort of a reception is accorded publishers who have occasion to go before the Post-Office officials at Washington to argue a case, we present herewith a summary of an interview between Mr. Philip Carpenter, counselor-at-law and representative of PRINTERS' INK, and Mr. Haynes and Mr. Fountain, representing the Third Assistant Postmaster General, January 26, 1892. It is due to Mr. Carpenter to state that his report was intended by him for our information merely, and not for publication. Mr. Carpenter says:

I presented to Mr. Haynes and Mr. Fountain a set of proofs of the printed mailing list of PRINTERS' INK, which they examined to some extent, especially the District of Columbia subscribers. Opposite the names on this list were signs indicating paid-for subscribers, exchanges, etc. Mr. Fountain looked over the scrap-books with some care. These contained over 700 complimentary notices of PRINTERS' INK, clipped from papers all over the country, all published during only three months of 1891. A large collection of letters from foreign countries containing subscriptions and commendations of PRINTERS' INK were examined by Mr. Haynes. I read the affidavits from the publishers of PRINTERS' INK, which seemed to impress them somewhat. I also read most of the domestic letters commending PRINTERS' INK, which also seemed to impress them. I showed them that we completely answered the objection given by Mr. Hazen as a reason for excluding PRINTERS' INK from the second class; that is, that the publishers were not offering to advertisers subscriptions "of the nominal value of the charge for advertisements," the value of the subscriptions being only one-half of the charge for advertisements, and also explained that there were only about 5,000 of such subscribers. I also reminded them of what I understand to be a rule of the Department, as laid down by Judge Tyner two years ago, that a paper having a legitimate list of subscribers (as PRINTERS' INK concededly has, of 26,000) could not be excluded from the second class, because it also had what the Department thought an illegitimate list. To these statements of mine no reply was vouchsafed.

I asked for an immediate decision, stating the hardship to the publishers that the payment of so large a sum every week as the third-class rates made necessary. To this they replied that it would probably take them all the rest of the week to examine the case and come to a conclusion. I suggested that it did not require any examination to perceive the fact that there was nothing in the reason assigned for the exclusion; because we had conclusively shown

(1) That the fact assigned by Mr. Hazen, as the reason for exclusion, was not true; and
(2) That if true, it was really no ground for exclusion; and

(3) That having besides the objectionable list of subscribers an unobjectionable list, the paper could not be excluded any way.

They still, however, persisted that they required time to consider the matter.

One of the points upon which they had

stated at the previous interview they desired information, was how the circulation was made up. At the present interview I presented affidavits showing that 26,000 subscribers paid cash "or its equivalent for the paper." They were particularly desirous, and spoke of it several times, to know in what way the 26,000 subscribers paid for the paper. How many in cash and how many in advertising space, etc., etc., seeming to think that a subscriber who paid in advertising was not so legitimate as one who paid in cash. I told them that the question of the legitimacy of a subscription paid in advertising was fully discussed two years ago, and that it was then decided by the Department that a list of subscribers whose subscriptions were paid by them or for them in advertising space was a legitimate list. Mr. Fountain said he had considered that decision an erroneous one, and that as long as the matter was up now it had better be gone into again. I told him I was there to discuss the error of the Department in excluding the paper from the second class upon the ground stated in Mr. Hazen's letter; that I did not understand that any other question than the one stated was involved, and that if any other question was to come up it should be stated by the Department in writing and the publishers of PRINTERS' INK given an opportunity to meet it by affidavit and argument. They agreed that my position was right, and that until we were notified to the contrary the decision upon the present application would not be founded upon any other ground than the one mentioned in Mr. Hazen's letter. They also agreed that the case would not be decided against us without first giving me an opportunity to be heard before Judge Tyner.

They were entirely unable and did not attempt to answer the argument presented upon the one point in issue. After that argument was concluded there was a general conversation that lasted for perhaps an hour, during which (although it was agreed that there was only one point in issue), they discussed the paper generally, its methods of obtaining subscribers, its supposed character as an advertising sheet, its being merely an organ of Geo. P. Rowell & Co's Advertising Agency, etc., etc.

Mr. Fountain seemed particularly desirous to keep the paper out of the second class, and urged any number of petty reasons for it. He said that a well-known publisher had told him that he had a right to several subscriptions to PRINTERS' INK, but did not care to utilize them; that the paper was merely an advertising sheet, and recognized as such by every one. He also said that this publisher, or another one, told him that he had to speak well of PRINTERS' INK and to publish its advertisement to keep the good-will of Rowell & Co's agency, because his paper, and all the papers, were dependent upon that agency for a good deal of business and were obliged to speak well of it.

Mr. Fountain thought that all the clippings in the scrap-books were really reading notices, inserted because PRINTERS' INK had an advertisement in the advertising columns. I told him that I was very sure that in not a single instance was that true. This did not seem to change his opinion in the least, that the reading notices were the result of the necessity on the part of the publishers of the papers to keep the good-will of Geo. P. Rowell & Co's agency.

They wanted to know if PRINTERS' INK was now advertising itself and giving subscriptions in exchange; also if Geo. P. Rowell & Co's Agency was advertising itself and giving subscriptions in exchange. They wanted to

know how the paper now obtains and keeps subscribers; if the so-called Allen method is now in vogue; when the paper last advertised itself, giving subscriptions in return.

Mr. Fountain wanted to know if the agency discriminates, in the matter of advertising for its customers, between a paper which takes copies of PRINTERS' INK and one that does not—supposing, for example, that there are two equally valuable papers in a place, one taking subscriptions to PRINTERS' INK and the other not.

In spite of Mr. Rowell's affidavit, Mr. Fountain thought that the paper must be of great help to the agency. He could not see why it should not be so; that advertisers receiving the paper would be continually reminded of the agency, and would be more likely to send their advertisements there than elsewhere. I suggested that N. W. Ayer & Co's advertisement had appeared upon the first page for a long time and was more conspicuous than the advertisement of Rowell & Co. This did not seem to have much effect upon Mr. Fountain's views. He thought, also, that the Allen method of getting subscriptions was of mutual benefit to both parties. Why this, if true, was an objection to PRINTERS' INK did not appear.

He thought that it increased the value of PRINTERS' INK, as an advertising medium, to obtain the large circulation which it has obtained through these various methods. I told him that undoubtedly the larger a circulation the more valuable the advertising space, and the more it could be sold for, but that I did not see what that had to do with the legality or illegality of the method of obtaining subscribers. On reflection, he did not see either.

The whole interview, after the affidavits and general argument on my part had been submitted, was farcical. Mr. Fountain did most of the talking on their part, and did not raise a single objection that was worth considering. He looked at the matter from a very narrow standpoint. He seemed to want to keep PRINTERS' INK out of the second class and did not know just how he would be able to do it.

HAS HAD A SIMILAR EXPERIENCE.

BENJ. R. TUCKER,
Publisher and Bookseller,
224 Tremont St.,
BOSTON, Jan. 31, 1893.

Geo. P. Rowell & Co.,
Publishers of PRINTERS' INK:

I am sorry that you are made a victim of official stupidity at Washington, and glad that you are disposed to use your wide influence in the assertion of your rights and those of your fellow publishers. As one of the latter I have been subjected to expensive annoyances at the hands of the postal authorities, very similar to that from which you are now suffering. Perhaps the facts may not be uninteresting at this juncture to you and your readers.

Last summer I started in Boston a little four-page weekly paper, entitled *The Weekly Bulletin of Newspaper and Periodical Literature*. It embodied an entirely new idea in journalism. Nobody in Washington or elsewhere had ever seen or heard of anything like it. Its sole purpose was to present, week by week, a classified, running catalogue of the principal contents of the *daily press*, as well as of all periodicals published at longer than daily intervals. Giving the titles and length of the articles, the names of the

authors, and the names and dates of the periodicals, and classifying them under twenty-eight different subjects, this weekly catalogue it was plainly to be seen would become—what it has since become—an indispensable tool to many specialists, students, professional men, *litterateurs*, artists and scientists. Plainly to be seen, that is, by all but official eyes. These, however, are so bandaged with red tape that they are incapable of seeing anything in the least removed from the channel of established routine. I filled out the blank required from applicants for the second-class mail matter privilege, made affidavit to my statements, and forwarded the document to Washington, together with a copy of the first issue of the *Weekly Bulletin*. It was nearly three weeks, I think, before I received any answer at all, although it was stated on the back of the blank that all applications will be answered promptly. The novelty was evidently a puzzle to the bureaucrats. Probably they reasoned:

"We have never seen any second-class matter like this; therefore, this cannot be second-class matter." For the answer finally came in the shape of peremptory instructions to the Boston postmaster to collect third-class postage on all copies of the *Weekly Bulletin*. Any private business concern would have accompanied a ruling of this nature with the reasons governing it, in order to save unnecessary delay. But not so the United States Government. That simply commands, without deigning to explain. I wrote to Washington, protesting against the decision, and requesting the grounds thereof. I stated in the letter that I could present the testimony of numerous institutions and educated men that they found the paper of great value. After a time the Postal Department answered that the paper had been excluded for the reason that it had only a nominal subscription list and must be intended for gratuitous circulation, but that it would examine any new evidence that I might offer. I knew that the reason given could be only a pretense, for I had previously entered as second-class matter several other publications which started with as small subscription lists and at equally low subscription rates, and to these no objection had been made. However, as a matter of form, I directly met the Department's position by pointing out that not one new paper in fifty starts with other than a nominal subscription list, and that to exclude one new paper on this ground logically leads to the exclusion of nearly all new papers whatsoever. But knowing that in officialdom the influence of names is greater than the power of reason, I accompanied this argument with numerous testimonials, samples of those that were pouring in upon me, unsolicited, from all parts of the country. These had the desired effect, as I knew they would; and, after another delay, the Boston postmaster was ordered by his superiors to accept the *Weekly Bulletin* at second-class rates.

But now the *Bulletin* had reached its seventh number. What had I been forced to do, meanwhile? Why, simply to spend several hundred dollars in printing my paper weekly at an almost total loss, being utterly deprived of the only machinery whereby I could hope to get any return for my expenditure. Did the authorities remunerate me? By no means. They did not have even the grace to apologize for their stupidity; still less did they offer compensation.

I do not doubt that outrages similar to this occur every week in the Post-Office Department. Yours is simply the latest instance. What are the remedies?

One remedy is to turn the blockheads out

of office and put in their places men who can appreciate the nature of the matter offered for mailing, and can interpret the existing law in a spirit of breadth, fairness and decency. All students know that such a remedy is impossible under our present political system.

A second remedy is to reframe the existing law in language so explicit that the merest simpleton can understand it. I fancy that this is a task beyond the capacity of our lawmakers.

A third remedy is to abolish the second-class rate, reduce the first-class rate (letter postage) to one cent or less, and carry, at the precise cost of carrying, everything that is deposited in the mails of such a nature that it will not interfere with the postal business. This is a sensible remedy, and would make the Post-Office self-supporting instead of a burden, as at present, upon those who do not use it or who use it but little. I should very much like to see it tried, though it would be against my immediate pecuniary interest, as I spend five dollars now at second-class rates where I spend one dollar at first-class rates.

A fourth remedy, and in my view the best of all, is to abolish the Post-Office monopoly altogether, and relegate the whole business into the hands of competitive private enterprise, from which it ought never to have been taken. Then we should all be served in a business-like manner, without meddlesomeness, impudence or annoyance, and for all abuses there would be methods of redress.

Hoping that you may find redress even under the present absurd system, and recommending all your fellow-publishers to hold up your hands, I am, yours truly,

BENJ. R. TUCKER.

CLASS PAPERS ARE TRADE BUILDERS.

OFFICE OF EMPIRE PUBLISHING COMPANY,
MONTREAL, Feb. 1, 1892.

I was astounded on learning from the last number of *PRINTERS' INK* that the Postal Department saw fit to withdraw the second-class privilege.

It is evident that there is a gross error somewhere. If any publication in the entire country is entitled to second-class rates it is certainly *PRINTERS' INK*. The Government should be the last to hamper the circulation of any legitimate class paper, and particularly that of *PRINTERS' INK*.

Class papers are trade builders, and *PRINTERS' INK* is the master hand. The articles that appear in its columns are proving a liberal education to many business men. They have been taught, through the perusal of its charming lectures on advertising, to present the merits of their wares in a new light—a light that attracts, holds and impresses favorably the public eye. It has probably done more to increase the revenue than any other journal. *PRINTERS' INK* has made men of boys, and merchants of men. If this little journal had been published from the time of Washington, at the Government's expense, it would be scarcely possible to estimate the prosperity of the country.

The above gives a slight idea of what I think of *PRINTERS' INK*. Should the Post-Office interdict be sustained by the Washington authorities, I would be only too happy to see the subscription price raised, so as to cover all cost. *PRINTERS' INK*, however, will live and extend its good work after you and I seek pastures new.

FRANK F. LOVELL.

John Wanamaker

Department.

PARIS,
3 RUE ROUGE-MOIS

CHESTNUT, MARKET & THIRTEENTH STS.

Philadelphia Jan 29 1892

My dear Mr. Homer:-

Thanks for the handful of Clippings. I'm getting them by the score from all over the U.S. Letters too. As breaking me all up to answer them.

I had a high opinion of your journal before January, now I'm simply astonished at its reach.

Very truly yours *M. M. Gilliam*

C--7--92.

**Post Office Department,
Office of the Third Assistant Postmaster General,
Washington, D. C.**

January 28, 1892.

Messrs. G. P. Rowell & Co.,

New York, N. Y.

Sir:

Acknowledging receipt of your favor of the 26th inst., and referring to previous communications, I beg leave to state that this office has never questioned the right of a publisher of a legitimate second-class publication to send complimentary copies at pleasure. The other questions submitted are in a measure involved in the case of "Printer's Ink", and will be considered therewith.

Please excuse the failure to return the letter from the Eureka Advertising Agency as requested. It was an oversight.

Very respectfully,



Third Assistant Postmaster General.

D. C. F.

WANTS.*Advertisements under this head 75 cents a line*

EDITORS, reporters, solicitors desiring positions on Pacific Coast write "Newspaper Men's Exchange," 935 Market St., San Francisco.

CANVASSERS WANTED to secure subscriptions for **PRINTERS' INK.** Liberal terms allowed. Address Publishers of **PRINTERS' INK,** 10 Spruce St., New York.

WANTED—A man with literary ability, to write Powers-Wanamaker "ads." for a New England dry goods house. **WM. NEELY & CO.,** 47 Leonard St., N. Y. City.

A GENTLEMAN, competent to fill the position of advertising or office manager, special agent or business manager, desires position. "AGATE," care of **Printers' Ink.**

WANT your adv. 50,000 monthly or no pay. 25c. a line. 100,000 for March or no pay. Make six months' contract and get in 100,000 copies for 25c. line. We prove up or ask no pay. News, Avon, N.Y.

BRIGHT MAN. RARE CHANCE. Established Printing House, publishing two monthlies, wants business manager. Must have \$10,000.00. Salary, \$1,800.00 per year to start. Only hustler need apply. Box 55, **Printers' Ink.**

WANT first-class, side-line salesman. Big seller. Packet sample. Good commission. The only thing of the kind manufacturing in the world. Send \$1.00 for outfit. Same will be refunded on first order. **TOLEDO SPECIALTY CO.,** Toledo, Ohio.

ADVERTISING SOLICITOR—Wanted, by a morning daily in a Southwestern City of 30,000 people, an advertising solicitor, a hustler, one who knows his business and attends to it, and is recommended. Address "T," care S. C. Beckwith, 48 Tribune Building, New York.

WANTED—To make a first-class agricultural department for the weekly edition of some wide-awake daily; can do good work myself and can secure the contributions of the best agriculture writers; fair compensation wanted. "Agriculturist," B. care **Printers' Ink,** New York.

YOU should get our prices on Embossed Catalog Covers. Designs furnished free. **GRIF-FITH, AXTELL & CADY CO.**, Holyoke, Mass.

CANVASSERS WANTED to secure orders for the **COLUMBIAN Edition of Bidpath's History of United States** for cash on delivery at **ONE HUNDRED per cent profit**. Address **THE UNITED STATES HISTORY CO.**, P. O. Box 2193, Boston.

SCHOOL OF THE SOLDIER, verbatim from new U. S. ARMY DRILL REGULATIONS, shall publish 10,000. One sent free to each of 4,000 National Guard Companies and Military Schools. Goes to press about March 1. \$15.00 per page, 2 1/2 x 3 1/2 inches; \$3.00 per half page. Address **THE GAZETTE**, Delaware, O.

NEWSPAPER MAN, 27 years of age, with a few thousand dollars and five years' experience, half of time as reporter on metropolitan paper in large city, and other half as business manager of daily in town of 20,000, desires a position in business office or news department of paper with view of subsequently purchasing an interest in the same. Address "PURCHASER," care Printers' Ink.

EVERY ISSUE OF PRINTERS' INK is carefully read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-five words can be inserted for three dollars. As a rule one insertion can be relied upon to do the business.

FOR SALE.

Advertisements under this head 75 cents a line

\$1 Buys 4 lines. 50,000 copies **PROVEN. WOMAN'S WORK**, Athens, Ga.

\$3.50 Buys 1 inch. 50,000 copies **PROVEN. WOMAN'S WORK**, Athens, Ga.

\$46.55 Buys 1 col., 14 inches. 50,000 copies **proven. Woman's Work**, Athens, Ga.

\$156.80 Buys 1 page, 56 in. 50,000 copies **proven. Woman's Work**, Athens, Ga.

\$3,500 Buys a county seat w/ky & job office in Wash. Terms easy. "P.", Box 672.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. **AM. ILLUS. CO.**, Newark, N. J.

FOR SALE—500,000 **LETTERS**, received from Oct., 1890, to date. Make offer for copy. "BICYCLES," Box 213, Chicago, Ill.

INDEPENDENT weekly, circulation 1,344; good advertising; big job business; town of 4,500 in Western N. Y. Address "W. N. Y.," Printers' Ink.

AGENTS addresses, printed and gummed. We sell of any State at \$2.00 1,000, and pay forfeit 4 cts. on each returned "dead." **AGENTS' HERALD**, Phila., Pa.

ONE MILLION original agents' novelty and subscription letters, 30 days copy in lots to suit, \$1.00 to \$10.00 per M. **L. B. LANE**, 79 Jewett Ave., Jersey City, N. J.

FOR SALE—Best general newspaper and job printing office in Michigan. Good town. Plenty to do. A bargain. Easy terms. Only small payment down. Address "Z.," Printers' Ink.

2,500 "CASH ORDER LETTERS," answering ads. in *Delinicator*, *Ladies' World* and similar publications. All recent. Price \$135. **L. G. GRUND**, Numismatic Banker, Phila., Pa.

FOR SALE—A good, paying Democratic weekly newspaper in Central New Jersey. Prints State laws. Thoroughly equipped. Run by steam. Address "J. R.," care of Printers' Ink.

A BARGAIN! Half interest in weekly newspaper and job office for sale, in growing New England city. Editor wanted. Address "C. F. W.," care W. P. Derby, Springfield, Mass.

FOR SALE—A second-hand Chambers news paper rotary folding machine, in good condition, price \$250.00. Also a second-hand Sheridan 28-inch power cutting machine, price \$150.00. Address "BINDER," Printers' Ink.

FOR SALE—Bullock Printing Press, in perfect running order; but very little used. Capacity from 8 to 10,000 per hour. At very low price and reasonable terms. Address **ARTHUR VON SENDEN**, P. O. Box 125, Pittsburg, Pa.

CHEAP—Leading Republican daily and weekly in strong Republican county, N. Y. State. Best job trade in section. Other business reason for selling. Address "QUICK," Printers' Ink.

\$3.00 WILL BUY 5,000 names and addresses of farmers and villagers. Best class of people in rich Ohio valley. Never been sold before. Good for circulars, sample copies, etc. Address **THE MESSENGER**, Owensville, Ind.

DEMOCRATIC Daily and Weekly Newspaper in Central Kentucky, doing a large and profitable business; splendid mechanical outfit. Will be sold because owner desires to go out of active business. Address "TRUE BLUE," care Printers' Ink.

IMPORTANT! Printers and Advertisers. 5,000 stock cuts, initials, comic and other illustrations. 15c. each. Newspaper portraits, any subject, \$1.00. Illustrate your town. Boom your business. Catalogue 4c. Write for information. **CHICAGO PHOTO. ENG. CO.**, Chicago.

IF YOU WANT TO SELL your Newspaper or Job Office, a Press, or a Font of Type, tell the story in twenty-five words and send it, with three dollars, to the office of **PRINTERS' INK**. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

\$1,000 buys subscription list and goodwill of hustling juvenile paper, established five years. Would make big money from the word go in a city large enough to give it literary prestige and advertising patronage. Uphill work in a country town. Address "YOUNG IDEA," Belvidere, Ill.

FOR SALE—One Cottrell job and news press, fair spring, tapeless delivery, size of bed 32x50, chase inside 31x46. List price \$2,000; in excellent condition; complete with steam fixtures; cheap for cash, or will be sold on easy payments; reason for selling, cheaper to have our work done than to do it ourselves. **SADLER PUBLISHING CO.**, Baltimore, Md.

FOR SALE—Established, prosperous monthly trade journal. Bona-fide national circulation nearly 10,000. Adv. rate \$2.50 per inch. Dec. number contained over \$800 in cash ads. Business will pay \$4,000 to \$6,000 net profit this year. Owner has other business and will sell all or part of this to right man. Fulliest investigation solicited, but do not reply unless you mean business and have \$2,000 to \$5,000 to invest. Address **W. J. HUNSAKER**, Detroit, Mich.

TO DRESS A WINDOW requires an artist, who in turn needs the help of one clever with brush or pencil. High class work costs a little more than commonplace, but it's worth the difference ten times over. Command talent and experience by sending your orders to **THE FINE ART DESIGN CO.**, 1535 Girard Ave., Phila., Pa. U. S. A. **337** Allegorical, hand-painted sketch of Spring, Summer, Autumn, or Winter (with appropriate lettering to order), size 14x22, each \$2.50. Special designs to order at equally reasonable rates. Samples on approval to responsible parties.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 75c. a line.

V
R
ROW
GRIT
VICK'S!
ROWELL
VAN BIBBER'S.
200,000 VICKS.
ROWELL ENDORSES
SPOKANE SPOKESMAN.

VICK'S 300,000 GUARANTEED.

ROWELL ENDORSES VICK'S.

ROWELL ENDORSES VICK'S 300,000.

VICK'S 300,000 GUARANTEED AND PROVED.

LEVEY'S INKS are the best. New York.

ROWELL ENDORSES VICK'S MAGAZINE.

POPULAR EDUCATOR, Boston, for Teachers.

ROWELL ENDORSES 300,000 VICK'S MAGAZINE.

IT WILL PAY YOU to know MISTCHAYACK.
He writes advs.

ROWELL can't help endorsing Vick's 300,000.
It's a solid fact.

ROWELL ENDORSES VICK'S circulation BECAUSE IT'S SO.

JOHN T. MULLINS' MAILING AGENCY, Faulkland, Del. \$8 per 1,000.

VICK'S EDITIONS for Dec., Jan. and Feb. weighed over 17 tons each.

DEWEY'S CANADA LIST (Co-operative). D. R. DEWEY, Hamilton, Canada.

AGENTS GUIDE, New York. The leading agents' paper. Send for copy.

THE ADVERTISER'S GUIDE—Mailed free by STANLEY DAY, New Market, N. J.

LARGEST DELIVERED DAILY circulation in Connecticut—NEW HAVEN NEWS.

BOSTON HOTEL GUIDE has a way of "getting there" for the benefit of advertisers.

"VICK'S MAG." H. F. HUBBARD, Manager, to whom orders should be addressed.

"PUT IT IN THE POST." South Bend, Ind. Only morning paper in Northwest Ind.

ROWELL HIGHLY APPROVES VICK'S PLAN of guaranteeing and proving circulation.

IF YOU WANT to get a bargain in a Cottrell press read advertisement under "For Sale."

MEDICAL BRIEF (St. Louis). Largest circulation of any medical journal in the world.

VICK'S MAGAZINE tells the quantity of sugar for each ¢, and lets the advertiser weigh it.

VICK'S MAGAZINE (of Rochester). Advertising office is at 38 Times Building, New York.

YOUNGSTOWN (O.) WEEKLY and SUNDAY NEWS. 25c. inch, 3c. line locals. 25,000 readers.

BIBLE AND LAND (\$1) and Christian Patriot, Morristown, Tenn. (50c.), rest of year for 50c.

SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

VICK'S MAGAZINE (of Rochester). Advertising office is at 38 Times Building, New York.

FOR Estimates and Special Offers in Advertising, address STANLEY DAY, New Market, N. J.

LEARN SIGN PAINTING and make big wages; terms for stamp. M. A. MORLAN, Salem, O.

IT IS BIGGER—THE TERRE HAUTE EXPRESS—than any paper in Indiana outside Indianapolis.

IF YOU WISH to advertise anything anywhere at any time write to GEO. P. ROWELL & CO., No. 10 Spruce St., New York.

\$1.50 FOR 5 LINES 30 days. Display ads. 15c. per inch per day. ENTERPRISE, Brockton, Mass. Circ'n, 6,500.

SIGNS NAILED UP, Circulars, etc., distributed throughout Mass. and Conn., by DRABLE'S AGENCY, Northampton, Mass.

A 30,000 SOUVENIR INDUSTRIAL EDITION, A Youngstown (O.) NEWS. 8pacs, 25c. inch; locals, 5c. line. Send copy in by Feb. 15.

NOVEL—UNIQUE—ATTRACTIVE Advertisements. You tell us what you want and we write them. F. E. BAUMANN, Vineland, N. J.

KANSAS is thoroughly covered by **THE KANSAS WEEKLY CAPITAL**, Topeka, Kan., the leading farm and family newspaper of the State.

THE ROUND TABLE, Dallas, Texas: the year. The only established literary magazine in the South. Published in largest city in Texas.

OUR RATES are so low (10c.) we can't buy a page ad. We prove 30,000 circ'n. Sample free. **ILLUSTRATED WEEKLY**, Topeka, Kansas.

THE PEOPLE'S ILLUSTRATED JOURNAL (monthly), New Orleans, La. A Southern family magazine, it reaches Sou'n homes. Adv'tise!

DIRECTORY PUBLISHERS, please send circulars and price list of your directories to U. S. ADDRESS CO., L. Box 1467, Bradford, McKean Co., Pa.

PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of Printers' Ink.

COMPOSITION, BINDING, PRINTING & MAILING. Low estimates furnished by a responsible New York publishing house. Address W. H. HEINES, Printers' Ink Office, New York.

TO reach the largest number and the best class of people in Arkansas advertisers must use the **ARKANSAS GAZETTE**, the oldest, largest and best newspaper published in the State.

WE will exchange **THE INDICATOR**, a National Journal of Insurance (10th year) with any newspaper or periodical having an insurance department. Address F. H. LEAVENWORTH PUBLISHING CO., Detroit, Mich.

THE GALAXY OF MUSIC, Boston, Mass.—"Considering the cost we find it the cheapest medium we patronize, and we use all the first-class publications in the U. S."—Nat. Typewriter Co., Boston. Sample and rates free.

TEXAS FARMER, Dallas, Texas, has a weekly circulation of 30,000, making it the largest in the State. Distributed weekly at over 1,800 post-offices in Texas alone. Read by more Texas farmers than any other paper published in the State.

CLASS PAPERS. Trade Papers. Complete lists of all devoted to any of the various trades, professions, societies, etc., may be found in Geo. P. Rowell & Co's "Book for Advertisers," which is sent by mail to any address on receipt of one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

DENVER, Colorado.—Geo. P. Rowell & Co. of New York in their new **BOOK FOR ADVERTISERS** name the best, most widely circulated, most influential papers at each important center of population or trade throughout the whole country. For Denver the paper accorded this distinction is the **DENVER REPUBLICAN**.

DO YOU KNOW THAT THE GALVESTON NEWS was established 1842 and **THE DALLAS NEWS** in 1882; that they appear simultaneously and permeate every portion of Texas besides territory adjoining; that a special telegraph wire connects the two offices; that each paper runs a special daily train at its own expense!

ADVERTISING BY STATES: An eight-page leaflet: conveys concise information about the area and population: indicates the newspapers most valuable for an advertiser's use in each separate State and Territory; together with a map of the United States and postpaid for five two-cent stamps. Address **ROWELL'S ADVERTISING BUREAU**, New York.

AMERICAN NEWSPAPERS printed in foreign languages. Complete lists of German, Scandinavian, French, Spanish, or Portuguese newspapers in the United States, or all those printed in any language other than English, may be found in Geo. P. Rowell & Co's "Book for Advertisers," which is sent by mail to any address for one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

IS it your desire to use the best Newspaper published in the section of country you wish to reach! **THE LEADER** is the paper for the southwestern part of Missouri, 35 years old, circulation solid, and has a list of 3,000 issued every day (evening) excepting Sunday. Weekly circulation 4,500; issued Thursdays. Advertising solicited from all responsible agents and the public generally. Rates furnished on application. **CHAMBERS & KENNEDY**, Publishers, Springfield, Mo.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.
Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: One Dollar a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, 75 cents a line; \$150 a page; one-half page, \$75; one-fourth page, \$37.50. Twenty-five per cent additional for special positions—when granted. First and last page fifty per cent additional. Special Notices, Wants or For Sale, two lines or more, 75 cents a line. Advertisements must be handed in one week before the day of publication.

NEW YORK, FEBRUARY 10, 1892.

We regret that want of space has compelled us to hold over about forty pages of interesting matter on the subject of the Post-Office Department.

THERE are many fields for trade journals that are still unoccupied, and which would be quickly filled if the Post-Office regulations about mailing second-class matter could be learned, and the rule that is applied to one could be made applicable to all. It has been said that he is a public benefactor who makes two blades of grass grow where but one flourished before. There is an idea in this for Mr. Wanamaker. If he will get the postal law revised so that people outside the Post-Office Department can understand it, and so that those inside, and employed for the purpose, can translate it twice alike, he will do a service of public value far beyond the raising of a campaign fund next fall bigger than any of which the American people have ever had knowledge. Trade journals will spring up like mushrooms then, and some of them will grow into giant oaks—like PRINTERS' INK.

PRINTERS' INK will be glad to be placed in possession of the facts, if any such exist, relating to cases where a deserving and honestly conducted newspaper enterprise has had the life crushed out of it by unwarrantable and illegal interference on the part of officials of the Post-Office Department, who proceeded upon false or insufficient information, and where the publisher, for lack of means, influence, or a sufficiently persistent will to stand up for his rights, was not able to get redress.

It is one thing for a low-priced clerk in a snug room in the great building of

the Post-Office Department to jeer at a powerless publisher, and quite another to have the jeers made public to the world in the columns of a paper like PRINTERS' INK, that is read by every publisher in the land, who has at one time or another had to submit, without redress, to similar outrage and wrong.

If the law is at fault, the law can be changed.

THE friends of PRINTERS' INK—and it is glad to find it has many—need have no anxiety about the outcome of its controversy with the Post-Office Department. Twice during its short life it has been sat upon in a wrongful and wicked manner, and in its weakness, youth and inexperience has yielded to the strong hand of arbitrary, irresponsible power exercised by bungling employees of the Department. This time it will speak up for its rights. PRINTERS' INK has violated no law. It occupies a field of great usefulness in a proper and legitimate way, and those who have unwarrantably interfered with it are likely to find that they are fooling with the business end of a hornet, and, although this is an active sport, it is not always as enjoyable as it might be, and to a looker-on all the fun does not appear to be on one side. When PRINTERS' INK has been reinstated to the full enjoyment of its rights it is probable that the clerks of the Post-Office Department will not be in a hurry to interfere with it again.

If your publication is a legitimate second-class publication, you can send complimentary copies at pleasure. If, on the other hand, your publication is illegitimate, *you must be careful how you let it get out.*

A LEGITIMATE publication is one having a legitimate list of subscribers. An illegitimate publication, therefore, is doubtless one having an illegitimate list of subscribers. We wonder what kind of a list that would be. Can anybody tell?

WHAT PEOPLE SAY ABOUT THE POST-OFFICE DEPARTMENT.

"You go on to Washington, you go to the office of the Third Assistant Postmaster-General, and pretty soon you run up against old man Fountain, and there you stick."

DISTRIBUTED FREE.

A most interesting and useful publication, emanating from the Government Printing Office at Washington, is the monthly "Reports from the Consuls of the United States." These books are in magazine form and intended for free distribution among representative citizens. Once get your name on the list and you are likely to receive them regularly for an indefinite time—a lifetime perhaps. Readers of PRINTERS' INK who would like to receive these Reports will generally be successful if they write to their Congressman as follows: "Dear Sir—If you will cause my name to be placed on the list of those to whom the monthly 'Reports from the Consuls of the United States' are regularly sent you will oblige your constituent, Mr. So-and-So," signing your name and giving your post-office address. Your Congressman will only have to endorse your application and forward it to the proper officer, to him well known. The Post-Office Department permits the Government to circulate its magazine free, and there is no good reason why every reader of PRINTERS' INK should not receive it regularly. It is full of information that is intended to be distributed among and absorbed by the people. Address your Congressman on the subject at once. He does not have much to do, and he likes to get letters from and do errands for his constituents.

THERE is an association called the League of American Wheelmen. There is also an association called the League Roads Improvement Bureau. The League Roads Improvement Bureau publishes a mighty handsome little monthly called *Good Roads*, and which starts out with the proud circulation of 40,000 copies. There are 25,000 members of the League of American Wheelmen, and the League subscribes for *Good Roads* in the name of every one of its members, and pays for it, too. Somebody to whom this knowledge came expresses wonder as to what that mossy Fountain in the Post-Office Department would say when he tried to let this idea of a new method of getting subscribers percolate through his brain. In addition to 25,000 wheelmen, *Good Roads* is sent to every Congressman, most of the officials in Wash-

ington and Albany, and to other people to the extent of 15,000 copies, all of which its publishers have a right to do, as per the Third Assistant Postmaster-General's letter of January 28th to Geo. P. Rowell & Co., which says that ———? *Good Roads* is evidently spinning through the Post-Office as smoothly as the most expert bicycle rider could desire or imagine; and why shouldn't it? It has a mission to perform, and that mission is a commendable one. Good roads are elegant, but PRINTERS' INK and advertising are vulgar.

 WHAT THEY THINK OF THE
 PROPHET "IN HIS OWN
 COUNTRY!"

Even the clerks in the Post-Office Department fail to have respect for or confidence in the decisions of its law department. Note the following extract from Philip Carpenter's report:

The question of the legitimacy of a subscription paid in advertising was fully discussed two years ago, and it was then decided by the Department that a list of subscribers whose subscriptions were paid by them or for them in advertising space was a legitimate list. Mr. Fountain said *he considered that decision an erroneous one.*

This official doubtless thinks that when the farmer takes ten pounds of butter to the village editor for the purpose of paying a year's subscription, the editor must not receive it, because a subscription paid for with butter is not "legitimate." If the farmer took a whole tub of butter and with it attempted to pay the subscription for four of his neighbors in addition to his own, and the village editor should accept the barter, Mr. Fountain would doubtless favor withdrawing the permit for that paper to be mailed at second-class rates. It may be that this big fountain of wisdom will express a belief that butter may be taken for subscriptions but that advertising space may not. Care should be taken that persons having this quantity of brain are not overworked in dealing with questions of such moment.

THE New York *Times* of February 1 says: "The whole system of newspaper postage and postal distribution will repay a careful investigation. Much of it is out of date, and its provisions are both confused and open to abuse."

POSTMASTER - GENERAL WANAMAKER'S ADMINISTRATION.

By the Hon. Thomas L. James.

Ex-Postmaster-General of the United States.

Only the man who has held an important public office, and who has been inspired with the determination honestly to serve the public whose servant he is, knows the responsibilities and anxieties which attend such a position.

* * * * *

The Post-Office Department has once again come almost to the point of being self-sustaining. The deficiency of \$6,227,919.43 for 1889 has been reduced so that for the present year it will amount to \$3,978,392.38 as estimated, and for 1893 there will probably be a small surplus of \$12,949.93.

* * * * *

The Post-Office Department can only be successfully run as a business department, and not as a political one.

* * * * *

I must, however, place myself on record as being entirely opposed to the conduct of the Administration at the start. There never was a more unfortunate exhibition of political intolerance than was shown in the removal of the fourth-class postmasters throughout the country. The reputation of Postmaster-General Wanamaker has suffered on account of these removals at the commencement of his administration, and it is all the more gratifying to know that he now realizes the fact and is on the side of those who believe "public office to be a public trust."

* * * * *

The major portion of his time has been taken up in receiving a horde of "statesmen"—from Congressmen to ward "heelers"—who, more or less eloquently, urged the claims of their friends for public position.—*Extracts from an article in the Independent.*

SEEGER & GUERNSEY'S *Cyclopedia of the Manufactures and Products of the United States* is a unique publication. It does not appear to be the object of the work to furnish a complete list of manufacturers, but to present a technically accurate and complete list of articles or portions of articles manufactured or produced in the United States, and give the names of those manufacturers who are *best in every line*—a list sufficiently large for general use, without necessitating the publica-

tion of an unwieldy volume. The list of names as given occupies 900 pages of solid type, and the book also carries 267 pages of advertisements. The price is \$10, and it is to be had of the publishers, at 7 Bowling Green, New York. If compiled with the care and accuracy, which it appears to be, it will not only be of great value to thousands of business men, but also a mine of wealth for its publishers.

◆ ◆ ◆

"OUGHT TO BE KILLED."

"They ought all to be killed and we are going to kill them if we can." These words fell from the lips of a gentleman whom we cannot quote. Perhaps, however, they will be recalled when in the not distant future the Post-Office Department takes executive action regarding alleged magazines which are nothing more or less than the circulars of the concerns which publish them.—*Exchange.*

A prominent official of the Post-Office Department was recently asked why the Department made a practice of throwing a paper out of the second-class without notice and then let it get itself reinstated if it could.

He answered that if the Department gave publishers an opportunity in the first instance to come there and talk with the officials about it, they would have more business than they could attend to, and that under the course now in vogue, of throwing the paper out without notice, a large majority of them never troubled the Department with applications for reinstatement, and they had all they wanted to do with the small percentage that did make such application.

◆ ◆ ◆

ADVERTISING MADE THE PUBLICATION DISCREDITABLE.

"An important change has been made in the Postal Guide. Both annual and monthly editions have been purged of the advertising that have made the publication so discreditable to the Department."—*Page 37 of last Annual Report of Postmaster-General.*

◆ ◆ ◆

THERE IS NO LIMIT.

In another place is reproduced a facsimile of a letter from Hon. A. D. Hazen, Third Assistant Postmaster-General at Washington, in which he states that "this office has never questioned the right of a publisher of a legitimate second-class publication to send complimentary copies at pleasure."

THREE REMEDIES.

One remedy is to turn the block-heads out of office and put in their places men who can appreciate the nature of the matter offered for mailing, and can interpret the existing law in a spirit of breadth, fairness and decency.

A second remedy is to reframe the existing law in language so explicit that the merest simpleton can understand it.

A third remedy is to abolish the second-class rate, reduce the first-class rate (letter postage) to one cent or less, and carry, at the cost of carrying, everything deposited in the mails of such a nature that it will not interfere with the postal business.—*Extract from a letter from Benjamin R. Tucker, Publisher and Bookseller, Boston, Mass.*

IN December last a representative of the *National Tribune* at Washington went to the Post-Office Department for the purpose of learning whether he could publish a supplement to the *National Tribune* on paper of a different color. He utterly failed to find out. The Third Assistant Postmaster-General would not tell, because he said that he could not. He was of the opinion, however, that the publication of a supplement on paper of a different color or cut to a different size would not be permitted.

"He said that the question of supplements had just been overhauled by the Department; that new regulations were about to be issued; that he did not know just what the new conditions were; but he knew that they were of a restrictive character. It was a matter which the Postmaster-General himself had taken up. The new regulations had gone to the printer; no copy, proof or manuscript of them was in the Department that could be consulted. He advised that the new business enterprise be delayed until he found what position the Post-Office Department was going to take. The rule had been made but not promulgated; being already made he deprecated our making any business arrangement which, when the next issue of the *Postal Guide* came out, would be found to be illegal or contrary to the regulations of the Post-Office Department. We were anxious to know, and Mr. Hazen appeared to be anxious to tell, but owing to the fact that the revision was being

made by the Postmaster-General and not by him, and no copy to be found in the Department, he could not advise us. *We have had fights regularly on the question of supplements.*"

"Did you always succeed?"

"We always get our extra copies through—of course."

"We are the largest publishers in Washington; one of the largest in the country."

INTERESTED persons will note the following:

1st.—PRINTERS' INK was excluded from the mails as second-class matter because its publishers sold subscriptions and advertising space to one person, charging a lump sum for both commodities instead of a separate price for each.

2d.—That the action of the Post-Office was based upon an assumed state of affairs which did not in fact exist.

3d.—That the Department has been aware of its error since January 11th.

4th.—That the permit for PRINTERS' INK to pass in the mails as second-class matter has not been reissued.

5th.—That the Post-Office Department has exacted and holds about \$2,000 belonging to the publishers of PRINTERS' INK.

6th.—That the publishers of PRINTERS' INK have been compelled to send an attorney to Washington twice in their interests, and to incur other heavy expenses for the purpose of maintaining their rights.

7th.—That there is no dispute between the Post-Office and PRINTERS' INK about facts.

8th.—The treatment PRINTERS' INK is receiving is such as would totally ruin many weaker, though, perhaps, not less deserving trade journals.

9th.—That the only excuse for delay is to enable the Department to find a loop-hole through which to back out from a position it never had any sufficient excuse for assuming.

10th.—The result!

ANY branch of commerce which spends nearly \$300,000,000 ought to be recognized, and I think it will be one of the hardest blows our profession could receive to have PRINTERS' INK thrown out of the mails and refused distribution. PRINTERS' INK has done lots of good, there is no question about that, and the officials at Washington must be very short-sighted to take any other view of it than to let PRINTERS' INK remain in as second-class matter permanently. John Wanamaker knows better.—P. E. TARBEL, *Originator of Profitable Advertising, Boston, Mass., Feb. 1, 1892.*

"Not one postal official out of fifty can fix accurately the proper rate of postage for all the articles embraced under the second, third and fourth classifications."—*Page 104 of Report of Postmaster-General Wanamaker.*

Correspondence.

VICTOR F. LAWSON'S OPINION.

CHICAGO DAILY NEWS,
Victor F. Lawson, Publisher,
January 29, 1892.

I am sincerely glad that PRINTERS' INK is going to take up this question of second-class postage. The rulings of the Post-Office Department on this subject have for years been simply a mass of inconsistencies. I am sorry that I am both so far out of repair and short of time as to be unable to take a hand in the scrimmage. I recognize that it is not an easy matter for the Department to handle, but it surely ought to be possible to arrive at some general and definite conclusions that would be far and away better than the present uncertain and unjust status of the case.

In any event put me down as voting PRINTERS' INK to be both second-class matter and first-class matter.

Very sincerely yours,
VICTOR F. LAWSON.

AT ANY REASONABLE COST.

NATHANIEL C. FOWLER, JR.,
Expert at Advertising,
51 Summer Street,
BOSTON, Mass., Feb. 1, 1892.

I consider it a privilege to be allowed to stand by you in this matter. I feel as though you were thoroughly and irrevocably in the right.

I have had a great deal of experience with the Post-Office Department, and I have nine times out of ten come out ahead, frequently after the most severe fight. I know what it is to fight a thing through that Department, and how difficult a matter it may be, notwithstanding that I have a personal friendship with the Postmaster-General, and am pretty well acquainted with Third Assistant Postmaster General Hazen, and with Mr. Davis, his right-hand man, and have a life-long friendship with General Wanmaker's private secretary. I have spent a week at a time in Washington, carrying through postal matters, generally, with the utmost success, and I should be much pleased to be of any service to you in the matter. I do not believe anything can be done by correspondence, for a personal visit to Washington, loaded down with documentary evidence, and a determination to carry the thing through, at any reasonable cost, is the only method which can avail anything.

NATHANIEL C. FOWLER, JR.

WOULD PAY FOR 300 COPIES.

NEW YORK, Jan. 30, 1892.

Geo. P. Rowell & Co.:

We not only take pleasure in expressing our opinion that PRINTERS' INK is the leading publication of its class, and of great value to every one interested in advertising; but, having read carefully the editorial in the current issue of PRINTERS' INK, giving a sketch of its establishment and a review of its work, and the difficulties it has encountered at the hands of the United States Post-Office Department, we express our further opinion, unqualifiedly, that the acts and whiffing decisions of the Post-Office officials against this bright, clean and instructive publication are unworthy the dignity and reputation of that

great branch of our Government, which, more largely than any other Department, so generally concerns the business interests and individual convenience of the people.

The Post-Office Department could serve the people much more effectively by suppressing altogether the mass of vile publications, which is now allowed as second-class matter, to burden the mails and debase the morals of thousands of young people, than to thus attempt to handicap, by finely-drawn decisions, a legitimate magazine of such high technique, widespread interest and instructive value to business men as PRINTERS' INK.

When the subscription expires let us know, and we will promptly remit you for another year. We had rather pay for 300 copies than to be without the one copy we now receive. That is putting it strong, but we mean it.

Very truly yours,
ROCHESTER LAMP CO.

WARD BOSSES WILL HELP HIM.

PHILADELPHIA, Feb. 1, 1892.

My Dear Mr. Romer:

I will see two of our Congressmen to-day and will write the other three and get some of the ward bosses to send them word.

I should like to see you win this fight. When I started the *Maritime Journal* I had considerable trouble getting it entered, simply because the clerk having charge of that department was a friend of another paper that I proposed to run in opposition to.

I went to Washington, D. C., and got our Congressman to help me and won the fight.

Thank Heaven, we have a postmaster in Philadelphia who is a business man, and does not even allow the Washington people to run his office. Yours, etc.,

SAMUEL B. MACDONALD.

A PERTINENT QUESTION.

WILLIAMSPORT, Pa., Jan. 29, 1892.

Editor of PRINTERS' INK:

Anent the discussion with reference to admitting your journal to the mails at second-class rates, I fail to see why it should be excluded. The intention of the law is, and properly so, to exclude journals published solely for advertising purposes. Your journal is not so published. The fact that you utilize it to advertise your business does not affect the fact that the journal is printed to disseminate light on an important subject—advertising—in which hundreds of thousands of men are interested. The *Scientific American* is conceded to be a valuable journal, and, as in your case, it advertises the business of its owners. Also, as in the case of PRINTERS' INK, it advertises others who are in the same line of business as its owners are, but in no wise associated with them.

I consider PRINTERS' INK an entirely legitimate journal which thousands of newspaper men and advertisers would be bound to have, no matter how they subscribe. I pay for my PRINTERS' INK with advertising. That advertising represents cash to me, and I consider myself as legitimate a subscriber to PRINTERS' INK as any paid-up subscriber on the list of the *Williamsport Sun*. I have in like manner paid for a number of subscriptions to PRINTERS' INK for business men, and have been fully repaid for the investment. If they are not subscribers to PRINTERS' INK, what is the relation which they bear toward that journal?

Yours truly,
J. W. SWEELY, Manager.

THE CIRCUMLOCUTION OFFICE.

Whatever was required to be done, the Circumlocution Office was beforehand with all the public departments in the art of perceiving HOW NOT TO DO IT.—*Charles Dickens.*

A principal trouble that newspaper men meet with, when a controversy arises with the Post-Office, is their inability to extract any information from the Department that will enable them to know what position the Department takes on the question under discussion. The following correspondence illustrates the point:

NEW YORK, Feb. 2, 1892.

Hon. A. D. Hazen, Third Assistant Postmaster-General, Washington, D. C.:

DEAR SIR—If a newspaper has one hundred and one subscribers, each one of whom has in writing asked to have his name placed on the subscription list, and has paid the full subscription price in cash, his own money for his own subscription, has that newspaper, by means of those one hundred and one subscribers, acquired a legitimate subscription list according to the meaning and usage of the Post-Office rulings? Your reply will oblige your obedient servants,

GEO. P. ROWELL & Co.

P. S.—If one hundred legitimate subscribers do not constitute a legitimate subscription list, will you kindly tell us what number the Post-Office has fixed upon?

POST-OFFICE DEPARTMENT,
Office of the Third Assistant
Postmaster-General,

WASHINGTON, D. C., February 2, 1892.

Messrs. Geo. P. Rowell & Co., New York, N. Y.:

GENTLEMEN—Your favor of yesterday inquiring what constitutes a legitimate list of subscribers to a second-class publication is at hand.

In reply, permit me to state that the question submitted is involved in the case of PRINTERS' INK, now under consideration by the law officer of this Department, and until his opinion is received this office would not be warranted in discussing the subject.

Very respectfully, A. D. HAZEN,

Third Assistant Postmaster-General.

NEW YORK, Feb. 1, 1892.

Hon. A. D. Hazen, Third Assistant Postmaster-General, Washington, D. C.:

DEAR SIR,—There is in this city a firm of publishers, Harper Brothers by name. The Messrs. Harper forty-two years ago established a publication called *Harper's New Monthly Magazine*. The writer has heard a member of the firm of Harper Brothers assert that the magazine was established primarily for the purpose of advertising their books and other publications. It is said that there have been times when *Harper's Magazine* has declined to insert any advertisements for any other firms either in the same or in any other line of business. The issue of *Harper's Magazine* for February contains twenty pages of advertising of Harper Brothers' publications and eighty-three pages of advertisements of other houses. In the December issue there are forty pages of advertising of the other publications of the house of Harper Brothers.

For the purpose of aiding us to conduct our business without transgressing any rule of the Post-Office Department, will you kindly inform us whether it would be as legitimate to issue a magazine devoted to the science of advertising as it is to issue one devoted to literature, and if not, why not? If it is just as legitimate to issue one as the other, will you then kindly inform us whether it is just as legitimate for a person who is a dealer in advertising to issue a magazine devoted to advertising as it is for one who is a dealer in books or literature to issue one devoted to books and literature, and if not, why not?

Will you kindly inform us what regulation the Post-Office Department has made having a bearing upon or a tendency to govern the number of pages of their own advertisements which Messrs. Harper Brothers may properly insert in their magazine, and tell us also whether the same rule will apply to a magazine devoted to advertising and issued by an advertising agency, and if not, why not?

We desire your reply for the purpose of bringing it before the advertisers of the United States, and the publishers of the trade journals of the United States, for the instruction and advantage of all.

Hoping that you will favor us, we remain your obedient servants,

GEO. P. ROWELL & Co.

P. S.—If *Harper's Magazine* had been established four years instead of forty, would that fact have any bearing on the Post-Office rulings, and if so what bearing? Please instruct us as fully as may be.

Post-Office Department,
Office of the Third Assistant
Postmaster-General,
WASHINGTON, D. C., Feb. 3, 1892.

Geo. P. Rowell & Co.:

Your favor of yesterday, relative to the insertion of the advertisements of the publishers in periodicals of the second-class, is at hand.

In reply, permit me to state that the question submitted is involved in the case of PRINTERS' INK, now under consideration by the law officer of the Department, and until his opinion is received this office would not be warranted in discussing the subject.

Very respectfully,

A. D. HAZEN,

Third Assistant Postmaster-General.

D. C. F.

It would appear that until PRINTERS' INK case is disposed of other matters at the Post-Office Department will have to stand still.

DOING A GOOD JOB.

American Agriculturist, Farm and Home, New England Homestead.
Combined Circulation Upwards of Half a Million.
Herbert Myrick, Editor.
SPRINGFIELD, MASS., Jan. 28, 1892.

Editor of PRINTERS' INK:

You are doing a good job to simplify the law concerning newspaper postage. It is true that a lot of the regulations and red tape now in vogue might well be abolished or simplified to the great convenience of publishers and the public, and without materially increasing the expenses of the Post-Office Department.

Yours very truly,
HERBERT MYRICK.

FRATERNAL.

PUBLICATION OFFICE,
CHRONICLE BUILDING, 512 10th St., N. W., }
(Confidential.) P. O. Box 60. }

Messrs. Geo. P. Rowell & Co., New York:

Our relations with the First Assistant Postmaster General and with the Attorney-General for the Post-Office Department are such that we could serve you. Indeed, if the matter were made of sufficient consequence to us, we would undertake to secure the transportation of PRINTERS' INK as second-class matter through the mails within thirty days. We know whereof we speak.

Respectfully and fraternally,

J. Q. THOMPSON & Co.,
Per J. Q. T.

PRINTERS' INK showed the above communication to an old publisher, and asked him his opinion about the propriety of printing it. It is a confidential proposition, but probably not an honorable one. He looked it through and said, "I should publish it—but that is the way those things are done, though."

THE EDITOR MUST SELL HIS HEN.

CHICAGO, Feb. 1, 1892.

Messrs. Geo. P. Rowell & Co.:

One of my duties as a member of this firm is the charge of the advertising. I would as soon expect to be a good farmer without taking an agricultural paper as to manage the advertising for this or any other concern without taking PRINTERS' INK, the best authority published. I would not have been more surprised to hear that the *American Agriculturist* had been thrown out of the mail because its editor owned a farm than PRINTERS' INK because its proprietors owned an advertising agency. If the Post-Office Department does not recede from this position, the editor of the *Poultry Journal* will have to sell his hen, the editor of the *American Horseman* will have to sell his horse, and I was going to say, the editor of the religious paper would have to sell his pastorate.

Yours truly, C. D. PAINE,
161 La Salle St.

FRANK SIDDALL'S OPINION.

I am acquainted with the paper called PRINTERS' INK, and consider it as published in the interests of advertisers and advertising agents generally. In fact, this is proved from its containing prominent advertisements of at least one other rival advertising agency, that of N. W. Ayer & Co. I do not see how it can be debarred from going through the mails as second-class matter, being as much entitled to being so classed as *Harper's Monthly*, *Lippincott's Monthly* and *Scribner's Monthly*, and other similar publications, about which the question has never been raised.—*Frank Siddall*.

THE "JUDGE'S" OPINION.

Ever since PRINTERS' INK has been published, it has always had a warm reception in the *Judge* office, and we have regarded it, not as the personal organ of Geo. P. Rowell & Co., but as the representative organ

of advertisers and advertising in general. It has done more good in developing new business, and in placing old advertisers on a firmer basis, by its advice and suggestions, than any other one publication in the English language. We regret to see the attempt of the Post-Office Department, by peculiar rulings, to annul its influence.—*Willett F. Cook, Manager Advertising Department, New York, Feb. 1.*

"A BLOW AT THE FUNDAMENTAL PRINCIPLES OF OUR GOVERNMENT."

From the Journalist.

The exclusion of PRINTERS' INK from the mails as second-class matter is an interesting subject from an ethical point of view. This publication, without any apparent change in methods or class of matter, is occasionally jumped on by the postal authorities in the same manner as in the present instance. Why it is done is probably the leading question in the minds of the interested public. The postal laws are undoubtedly not as comprehensive in detail as they should be, and an intelligent effort to amend them would be acceptable to publishers generally. When their laxity permits official discrimination, a blow is struck at the fundamental principle of our government.

MR. WANAMAKER'S ADVERTISING MANAGER ENDORSES PRINTERS' INK.

The undersigned being familiar with PRINTERS' INK, a journal for advertisers, published by Geo. P. Rowell & Co., New York, hereby expresses the opinion that it is the leading publication of its class, and of great value to every one interested in advertising. I regard it as a general organ of the trade, and not merely as representing the business interests of the advertising agency conducted by its publishers. M. M. GILLAM, Advertiser.

NATHANIEL C. FOWLER, JR'S, OPINION.

"I do not believe that anything can be done by correspondence. A personal visit to Washington and a determination to carry the thing through at any reasonable cost is the only method."

BOSTON, Feb. 1, 1892.

It affords me very great pleasure to say that I admire the energy, ability and good taste that produces PRINTERS' INK, and that I consider that it deserves a high position among the best publications of this country.

S. R. NILES.

It is immaterial that PRINTERS' INK is issued by an advertising agency; in fact, it may be considered appropriate, for that is where the most expert knowledge on the subject should be found.—*The Journalist*.

"We believe that PRINTERS' INK is a valuable publication. We cannot say (because we do not know) that it is of great value to everyone interested in advertising, nor do we know whether or not it is the 'general organ of the trade.' But we have no reason to doubt, and we do believe, that it should come under the conditions of the Post-Office as second-class mail matter."—*Gaunt & Janvier, New York Agents for Pears' Soap.*

"I think PRINTERS' INK is, without question, the most valuable publication of its class ever printed. I find it of great use to me in my business. I read every copy as regularly as published, and find numerous things in each number of particular interest to me and of value to the *Ironmonger*. The contract this firm had with you for advertising the firm of Geo. P. Rowell & Co. in exchange for fifty subscriptions to PRINTERS' INK, I have used to good advantage. In quite a number of instances I have received subscriptions to both papers for \$2, and in a number of others I have received \$1 in cash for PRINTERS' INK alone. *In no case have I ever given a subscription to PRINTERS' INK without a cash equivalent.* Personally, I should be very sorry indeed to see PRINTERS' INK discontinued, and I think this is the opinion of the general run of trade journals."—*C. A. Sturtevant, Publisher Ironmonger, Chicago, Ill.*

GOOD AGENTS secured among students by using THE COLLEGE-MAN, New Haven, Ct.

AD DRESSES to let direct from letters. **GOOD!** J. H. GOODWIN, 1215 Broadway, N. Y.

AGENTS' NAMES, New Ones, 1000 for 50c. Western Mail Agency, St. Louis, Mo.

PIANOS, ORGANS, in exchange for space. Dan'l F. Beatty, Wash'gton, N. J.

PATENTS 40-page Book FREE. W. T. FITZGERALD, Washington, D.C.

LETTERS For Copying. Fresh. A. L. P. O. Box 3046, Boston.

NEWSPAPERS get premiums from Empire Co., 28 Reade St., N.Y.

PEORIA HERALD, 6,000 daily, gives quality & quantity.

GIBB BROS. & MORAN PRINTERS 45-51 Rose St., N. Y.

35,000 Post-Offices addressed for the names of Agents for my use. **DO YOU WANT THEM!** S. SNEAD, Vineland, N. J.

BOSTON. My business is to help your business. I prepare advertising matter. A. E. SPROUL, 656 Washington St.

WOOD ENGRAVING PETRI & PELS 215 E. 10th St., NEW YORK.

THE PEN THAT IS MIGHTIER THAN THE SWORD. **SPENCERIAN!!!**

GOLDTHWAITE'S GEOGRAPHICAL MAGAZINE. CIRCULATION UNIVERSAL.

The Evening Journal, JERSEY CITY, N. J. Circulation, 14,000. Advertisers say it pays.

\$1.00 Portraits—Made to order from Photos. Cheapest newspaper cuts made. Send for proofs. CENTRAL PRESS ASSOCIATION, Columbus, O.

PUBLIC OPINION Always pays Advertisers. Washington. New York.

HEALTH HELPER of Buffalo, N. Y., Dr. J. H. DYE, Editor, pays advertisers extra large returns, 10c. per line, 30,000 monthly. Samples Free. TRY IT!

San Francisco Bulletin Largest evening circulation in California. High character, pure tone, family newspaper.

KEYSTONE LIST. 150 weekly papers of the better class; ten lines, one time, entire list, \$7.50. Send for list B. L. CRANE, 10 Spruce St., N. Y.

Arthur's New Home Magazine Illustrated, Philadelphia, guarantees 300,000 circulation for 1898. Best and cheapest advertising in America.

DAYTON (O) TIMES Largest morning and afternoon circulation. Combined, 14,000. **NEWS**

HOW TO MAKE RUBBER STAMPS Latest Improved Process. Circulars free. CARTON MFG. CO., 318 Broadway, N. Y.

San Francisco Call. Established 1853. Daily, 56,750—Sunday, 61,861. The Leading Newspaper of the Pacific Coast, in Circulation, Character and Influence.

The EAST does not hold all the cultured and talented. There are some in the WEST. I don't call myself the only genius, but I'd like you to try what my abilities are in the ad. writing line. Write me. E. A. WHEATLEY, Chicago, Ill.

WIRE RACKS For holding Papers, Letter Files, Anything. Clean, Light, Strong, Portable, Cheap. In use all over U. S. Send for catalog and testimonials. ST. LOUIS WIRE RACK CO., St. Louis, Mo.

"TRADE INCREASERS" If you are an enterprising merchant, you want the "trade increasers"—effective, cheap. Your address on a postal will fetch you particulars. First in a city gets them. CHAS. W. HARPER, Columbus, O.

ADVERTISERS! We put your advertising matter directly in the hands of those you desire to reach. The cost is trifling, results startling. Our New Idea covers the U. S. and will interest those who advertise in any form. Write us to-day. You will forget it to-morrow. NATIONAL ASSOCIATE ADVERTISING CO., 206 S. Clark St., Chicago, Ill.

Dodd's Advertising Agency, Boston. 265 Washington Street.

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE. LOW ESTIMATES.

STUDY LAW AT HOME. Take a Course in the Sprague Correspondence School of Law, (Incorporated.) Send ten cents (stamps) for particulars to J. COTNER, Jr., Sec'y, Detroit, Mich. 312 Whitney Block.





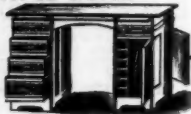
**\$22. FIRST-CLASS CUR-
TAIN DESK.** Four
and a half feet long. Unlimited
variety in stock and to order.
American Desk & Seating Co.,
270-272 Wabash Av., CHICAGO.,
U. S. A.



ALDEN & FAXON,
Newspaper Advertising
Agents, 66 & 68 W.
54 St., Cincinnati, O.
Make a specialty of
writing advertisements
and of devising meth-
ods by which money can
be made out of news-
paper advertising. Sam-
ple advertisements on
application.

\$14 No. 62 DESK.

Packed and De-
livered on cars.
Oak and Walnut.
Size, 52x30 inches.
Polished Veneer
Top. Two slides
above drawers.
Superior in ma-
terial, workman-
ship and finish.



Over 26,000 of these Desks in Use. Send for Desk
Catalogue. WM. L. ELDER, Indianapolis, Ind.

124,586

Paid Weekly Circulation.
THE UNION GOSPEL NEWS.
THE GOSPEL NEWS CO., Cleveland, O.



WE CATCH FISH
—big fish—but rates
are too all-fired high
for fish stories here—
then again we are not
given to fishy stories.
We mean business
when we say that we
give you profitable
magazine advertising
at newspaper rates.
Write us. **AMERICAN**
SCHOOL BOARD
JOURNAL, Chicago—
New York.

A Thousand Newspapers

A DAY ARE READ BY

The Press Clipping Bureau,

ROBERT & LINN LUCE,

103 Milk St., Boston, Mass.

WHO FOR? Business houses,
that want earliest
news of construction;
Supply houses, that want addresses of
probable customers;

Sixty class and trade papers;
Public men, corporations, professional
men, who want to get news, see what is said
of them, or gauge public opinion.



The Agricultural Monthly with the Largest
Circulation West of the Alleghenies.

We promised 70,000 per month. We are
giving 78,000.

May, 81,400.	September, 72,900.
June, 88,500.	October, 77,000.
July, 71,000.	November, 81,000.
August, 72,000.	December, 79,400.
Total, eight months, 624,127; average, 78,016.	

PRINTING MACHINERY *

Web Presses, Double Cylinders,
Drum Cylinders, Two and Three
Revolution, and Job Presses. Must
reduce our heavy stock. All kinds
of Printing Machinery taken in
part payment. Write for lists.

EWING BROS. & CO.,

101 Milk St., BOSTON.

Advertising Clocks.

Our customers invariably say
that our Advertising Clocks are
"the best," or "one of the
best," mediums they have ever
used. Write for illustrated price
list and testimonials.

BAIRD CLOCK CO.,

Plattsburgh, N. Y.



RIPANS TABLETS
regulate the stomach, liver
and bowels, purify the
blood, are safe and effect-
ual. The best general fam-
ily medicine known for
Biliousness, Constipation,
Dyspepsia, Foul Breath,
Headache, Heartburn, Loss
of Appetite, Mental Depression, Painful Di-
gestion, Pimples, Sallow Complexion, Tired
Feeling, and every symptom or disease re-
sulting from impure blood, or a failure by
the stomach, liver or intestines to perform
their proper functions. Persons given to
over-eating are benefited by taking a
TABLET after each meal. Price, by mail,
1 gross, \$2; 1 bottle, 15c. Address **THE**
RIPANS CHEMICAL CO., 10 Spruce St., N. Y.
Agents Wanted; EIGHTY per cent profit.

Cut this advertisement out and show it
to your nearest druggist. If he has not the
TABLETS in stock write and tell us his
name and address and exactly what he said,
and we will send you a sample bottle free.



OVERMAN WHEEL CO.,

MAKERS,

CHICOPEE FALLS, MASS.

BOSTON. WASHINGTON. DENVER. SAN FRANCISCO
A. G. SPALDING & BROS., Special Agents,
Chicago, New York and Philadelphia.

NOTICE TO ADVERTISERS.

We have just room to say that at this writing (Monday noon, February 1st) we have reached for this week's issue the limit of our advertising space and have already set aside two columns of good advertising. Additional orders received this afternoon and to-morrow morning must wait until sufficient space is made for them by the completion of orders already started. First come first served is our rule, although we serve no questionable customers at any time or at any price.

We will not enlarge our paper, but we have for some time contemplated an advance in advertising rates. An examination of these rates, as published on page 13 of each issue, will show that they are lower than those of any other weekly agricultural paper in America in proportion to extent of circulation. Those who desire to use our columns in the near future will do well to have their orders on file in this office soon, so that they may secure insertion at present rates when room is made for them.—*National Stockman and Farmer*, Pittsburgh, Pa., and Buffalo, N. Y.

A **AMERICAN NEWSPAPER DIRECTORY** for 1899. Twenty-fourth Annual Volume. Will be issued April 1st. Price, Five Dollars.

This work is the source of information on Statistics of Newspapers in the United States and Canada.

Advertisers, Advertising Agents, Editors, Politicians and the Departments of the Government rely upon its statements as the recognized authority.

It gives a brief description of each place in which newspapers are published, stating name of county, population of place, etc., etc.

It gives the names of all Newspapers and other Periodicals.

It gives the Politics, Religion, Class or Characteristics.

It gives the Days of Issue.

It gives the Editor's name.

It gives the Publisher's name.

It gives the Size of the Paper.

It gives the Subscription price.

It gives the Date of Establishment.

It gives the Circulation.

It gives the names of all papers in each County, and also shows the geographical section of the State the County is located in.

It also contains many valuable tables and classifications. Sent to any address on receipt of price, by

GEO. P. ROWELL & CO., Publishers,
(Newspaper Advertising Bureau),
10 Spruce St., New York.

CIRCULATION RATINGS.

As the most important portion of the information supplied by a mercantile agency consists of a report of the financial strength of the person about whom information is asked, so is the circulation of a newspaper generally considered the point upon which information will be of most value to the advertiser. The greatest possible care is taken to make the DIRECTORY reports correct. Every publisher is applied to systematically. All information is taken in a form which excludes any but definite statements; while every effort is made to protect honest publishers against such as would resort to disingenuous reports to gain an unfair advantage.

Make no mistake: If you have anything which prosperous householders should buy and it is staple enough to be worth pushing, there is no way by which our field (and it is a rich one) can be so easily and cheaply covered, with strong endorsement, as by advertising in these papers. We shall be pleased to hear from you.

Put
Them
On
Your
List

Sunday School Times.

PHILADELPHIA.

Presbyterian.

Lutheran Observer.

National Baptist.

Christian Standard.

Presbyterian Journal.

Ref'd Church Messenger.

Episcopal Recorder.

Christian Instructor.

Christian Recorder.

Lutheran.

BALTIMORE.

Baltimore Baptist.

Presbyterian Observer.

Over 250,000 Copies

Religious Press

Association

Phila



The Toledo Blade.

The Daily Edition is the best advertising medium in Northwestern Ohio. Circulation, 14,000 to 16,500 copies per day.

The Weekly Edition is one of the best general advertising mediums in the United States. Circulation, 115,000 copies per week.

For advertising rates in either edition, address

THE BLADE,
Toledo, Ohio.

HOME-MAKER MAGAZINE; new management; the only organ of the "Woman's Federated Clubs," the strongest organization of influential women known. Send for copy the new **HOME-MAKER** and advertising rates. 44 E. 14th St., N. Y.

THE YOUTH'S LEADER, NEW HAVEN, Conn., circulates over 40,000 copies monthly throughout the U. S. All mail-order buyers, 30 cents per agate line. Order direct or through the agencies.



The Christian Advocate.

CIRCULATION OVER 50,000 COPIES WEEKLY.

Represents the largest body of evangelical Christians on this continent. Its influence among the membership of the Church in every section of the country is very extensive. Its advertising columns are under most careful supervision, nothing being admissible that is in any way offensive to the most refined taste or of the character of which there is any reasonable doubt.

HUNT & EATON, Publishers, 150 Fifth Ave., Cor. 30th St., New York.

THE NEW YORK LEDGER

The Great National Illustrated Family Journal of America. A Weekly Magazine of the Highest Class. THE Medium for Reaching the Best Families in Every Town and County in the United States.

ROBERT BONNER'S SONS, Publishers, Spruce and William Sts., New York.

UNDER THE HAMMER

of the artificer, gold and silver are shaped into forms, useful and beautiful.

To know how to form the silver of speech and the gold of silence—what to say and what to leave out—into attractive advertisements is our trade.

ROBINSON-BAKER,
One, W. 25th St., N. Y.

AD-SMITHS.

"Our Idea of It" for a stamp.

The number of newspaper advertisements that appear in **PRINTERS' INK**, and the persistence with which they are continued, month after month, and year after year, proves its exceptional value as a medium for canvassing advertising firms.

The TATTLEBACK



as a unit, believe in advertising; for as Mrs. J. Winslow Jones said: "What do we meet for if not to talk about people and things? Why do we read the papers if it is not to find out about somebody or something?"

At the last meeting Julia Mason was speaking of how much she enjoyed answering advertisements, and all the members were unanimous in saying they always answered advertisements from their pet paper.

Comfort has become the household pet all over the country, going as it does into over a million homes each month, whose members all speak of it as *Our Comfort*.

It ought not then to be a surprise to its publishers—The Gannett & Morse Concern, Augusta, Maine—that over three hundred patrons who use its advertising columns (Rates \$5.00 per line) month after month are keeping everlastingly at it and cling to the proverb: "If you put it in *Comfort* it pays," even if they do have to pay to put it in *Comfort*.

W. T. Perkins, who is New York agent, can be found or addressed at 23 Park Row, or space may be obtained at any reliable agency.

THEY PUT IT WHERE IT PAID.

Another example of results obtained by

ADVERTISING IN

"GOLDEN DAYS"

James Elverson, Publisher of GOLDEN DAYS:

It gives us pleasure to state that our advertising of the "Daisy" Knife and Scissor Sharpener in GOLDEN DAYS paid us better than any other medium we ever used, and we cheerfully recommend it to others who have specialties to introduce.

From the insertion of our six-line advertisement, four times, we received considerably over one thousand replies.

BOSTON, Jan. 19, 1892.

THE BRADFORD CO.

6 l. 4 t. = 1,000 and + replies.

"GOLDEN DAYS" circulates all over the country. It sells for \$3.00 per annum. It is a choice medium, going to people who have money to spend.

Information cheerfully furnished by

R. A. CRAIG, Advertising Manager,

121 Times Building, - - - - NEW YORK.

Although the body of the AMERICAN NEWSPAPER DIRECTORY is nearly printed, we shall, for some time yet, continue to receive advertisements.

Handsome examples of full-page advertisements, which will appear in the next issue of the Directory, and have been specially prepared for the purpose, will be sent to any publisher for examination on application. Address—

AMERICAN NEWSPAPER DIRECTORY,
10 Spruce St., New York.



WE

HAVE THE GRIP

On over 1,100,000 people who every week read the

Saturday Blade.

On over 600,000 people who every week read the

Chicago Ledger.

On over 300,000 people who every week read the

Chicago World.

YOU can have the same Grip on these 2,000,000 readers every week if you advertise in our

400,000 COPIES WEEKLY PROVED.

ADVERTISEMENT RATES—Blade, \$1.00 per agate line; Ledger, 50c.; World, 30c.; The Three (3) papers, \$1.60.

RULES—Any advertisement discontinued at any time at pro rata rates. Circulation proved by P. O. receipts.

Apply for space to any Agency, or to

W. D. BOYCE, Chicago, Ill.

HOW DOES IT FEEL, GEORGE?

Mr. Rowell is now finding out what it is to have an arbitrary power "greater than I." The Post-Office Department has shut him out. For years he has used arbitrary rules himself in newspaper ratings. He is now sending out letters, P. C., etc., asking the publishers for sympathy and support. Will he get it? Or is it only an advertising dodge?

Come in Out of the Rain!

**We Can,
And Will Try to Help You.**

March, April and May are rainy months, they are also the three best months of the year in which to advertise. The issues of

FARM-POULTRY

in those three months for 1892 will be very large. *The March number* will be not less than **30,000** copies for the first edition. Of several issues of FARM-POULTRY we have been compelled to publish two and three extra editions to supply the demand for back numbers wanted by new subscribers. Advertisers of course get the benefit of this additional circulation.

The March, 1892, issue will contain **48 pages** besides the cover, to make room for valuable reading matter, which has been kept back for want of space in previous issues. **Therefore** those advertisers will be wise who avail themselves of this opportunity and obtain liberal space for their announcements in the next three issues of FARM-POULTRY.

For Example, why not put a **quarter** or **half** or a **whole** page into the big March number, and a smaller ad. in the April and May numbers; in that way results ought to be the best it is possible to obtain.

NOTE THE COST:

One quarter page in March and two inches in April and May will cost net - - }	-	\$31.20
If you have a yearly contract for any space the above will cost - - - - - }	-	\$18.72

One Half or a Full Page will cost for the three months, March, April and May, \$51.20 and \$91.20 respectively according as your order is for **twice** or **four** times the space in the March number and two inches in April and May as first named above.

If you already have, or make now a yearly contract for space in every issue of FARM-POULTRY for one year, the cost for a half page or a whole page in March, and two inches in April and May, each will be respectively \$30.72 and \$54.72. Can you see your way clear to avail yourself of this great chance to place your announcement before 30,000 and more readers for the next three months.

We shall gladly accept at regular rates smaller ads. for these three issues. Send in your orders early.

Stop for a moment and think what the cost would be to you for mailing a circular to 30,000 people for three successive times.

Copy must reach us by 20th of month preceding publication or it cannot get in. Please remember this.

14 lines in each inch of space, single column.

For samples and advertising rates, address

I. S. JOHNSON & GO.,

Pubs. of Farm-Poultry,

22 CUSTOM HOUSE ST.,

BOSTON, MASS.

ESTABLISHED IN 1805.

The Bedford Gazette is a Model among country newspapers—New York World.

THE BEDFORD GAZETTE.

Among the country newspapers of America The Bedford Gazette is a Model—Chicago Herald.

Issued Every Friday Morning by The Gazette Publishing Co.

The Leading Paper of Bedford County and the best Advertising Medium in this part of the State.

Bedford, Pa., Feb. 2, 1892.

GEO. P. ROWELL & Co.:

Gentlemen—In a recent issue you ask the public to report to you any frauds that may be perpetrated by advertisers in PRINTERS' INK. We call your attention to the W. D. Wilson Printing Ink Co. ad. It offers inks for advertising, but when you attempt to make a contract with them they slip in a clause requiring you to pay one-third cash, and, as their prices are away above other houses, the newspapers that deal with them are certain to be well skinned. We regard their advertisement as a fraud because it is purposely misleading. By a trick they induce newspapers to swallow their bait and trust to their skill to do the rest.

Very truly,

GAZETTE PUB. CO.

N. L. MCGIRR, Editor *Gazette*.

A representative of PRINTERS' INK interviewed Mr. Daniel F. Barry, manager of the W. D. Wilson Printing Ink Co., on the subject of the above letter. Mr. Barry said that the advertisement was intended to invite correspondence from newspaper publishers who were in want of printing inks, and that the advertisement appears to be a successful one. It brings letters from a great many publishers. With the very poorest class of papers, he finds it necessary to require one half cash, and when they comply with this he takes the other half in advertising.

With a better class of papers he is able to allow two-thirds on advertising account and demands one-third cash. With leading papers in important places he is able to supply ALL THE GOODS WANTED AND TAKE ALL THE PAY IN ADVERTISING. In some cases where the paper is really first-rate and its advertising rates are low, while the ink purchase contemplated is considerable and likely to be regularly sustained, he says that he has been able to shade the prices a little—but that that depends somewhat upon the sort of goods ordered.

Mr. Barry says that the Gazette Publishing Company are mistaken when they say that the prices named in his price-list are "away above other houses." He also assured the representative of PRINTERS' INK that every newspaper publisher who deals with him will be treated well. His advertisement is not intended to be misleading. There is no trick about it. It is calculated to cause a man who wants to buy printing inks to write him a letter, and Mr. Barry thinks that if a publisher finally swallows the bait, and he (Barry) is sufficiently skillful in handling the rod as to finally land the publisher and make him a regular customer, the publisher will ever look back to that day as one of the brightest of his earthly existence.

Mr. Barry expresses a determination to renew his original advertisement in a future issue of PRINTERS' INK, and in the meantime requests that it be stated that the place of business of the W. D. Wilson Printing Ink Co. has just been removed from 140 William street to 10 Spruce street, New York City.

ALLEN'S LISTS



ALWAYS
ALIVE
AND ALWAYS
FRESH
AND STRONG
A
GOLD MINE
FOR ADVERTISERS

ALLEN'S SPECIAL LIST.

THE PEOPLE'S LITERARY COMPANION.
THE ILLUSTRATED FAMILY HERALD.
THE PEOPLE'S ILLUSTRATED JOURNAL.
OUR HOME AND FIRESIDE MAGAZINE.
GOLDEN MOMENTS.

ALLEN'S GIANT LIST.

THE NATIONAL FARMER AND HOME MAGAZINE.
TRUE'S FARMING WORLD AND HOUSEHOLD MAGAZINE.
THE THRIFTY FARMER AND FIRESIDE MAGAZINE.
HALLETT'S AMERICAN FARMER AND FAMILY MAGAZINE.
THE PRACTICAL HOUSEKEEPER AND LADIES' FIRESIDE
COMPANION.
DAUGHTERS OF AMERICA.
SUNSHINE.

This great combination of 12 monthly publications, with an aggregate circulation guaranteed to exceed 1,000,000 copies for each month all the year round, offers a quality and amount of circulation which cannot be obtained at as low rates anywhere else on earth.

This is a strong claim but a true one.

ALLEN'S LISTS

Always Give Results at all Seasons.

Those who keep Records of Returns uniformly find that ALLEN'S LISTS not only always Stand at the Head, but bring More Business in proportion to their cost than any other Advertising Medium in America.

RATES FOR ADVERTISING.

Allen's Special List, \$3.00 per Agate Line, each insertion.

Allen's Giant List, \$3.00 per Agate Line, each insertion.

Both Lists, \$5.40 per Agate Line, each insertion.

E. C. ALLEN & CO., PROP'S, AUGUSTA, ME.

ALLEN'S
LISTS
AUGUSTA
MAINE

OPINIONS OF PRINTERS' INK EX-
PRESSED IN FEBRUARY, 1892.

"The most useful paper we receive."—*Sterling Silver Plate Co., New York.*

"Have paid for and regularly read PRINTERS' INK with exceptional interest."—*W. Atlee Burpee, Philadelphia, Pa.*

"Read it religiously for the same reason one reads any brainy magazine."—*J. H. Rhoads, Chicago, Ill.*

"I think your paper invaluable to an advertiser, and is to me very interesting reading."—*H. P. Main, of Biglow & Main, New York.*

"PRINTERS' INK is one of the most interesting publications we see, as full of information of value to advertisers as a nut is full of meat."—*Seth W. Fowle & Sons, Boston, Mass.*

"We have Bradstreet's to refer to on commercial matters, and PRINTERS' INK to look to on all advertising affairs, and we really don't know which to praise most highly."—*Longman & Martinez, New York.*

"PRINTERS' INK is the model trade journal of this country, and is looked upon as an independent publication. None of the many journals received by us is read more eagerly by the various persons in our office."—*Lohn & Fink, William Street, New York.*

"PRINTERS' INK is eagerly looked for each week, thoroughly read and religiously kept on account of what we consider its valuable hints and suggestions to advertisers."—*The Jones-Barnes Co., Philadelphia, Pa.*

"Especially interested in all that pertains to advertising business, and have the highest regard for the editorials and articles in PRINTERS' INK. Regard it as a first-class paper."—*G. W. Elkins, with M. Ehret, Jr., & Co., Incorporated, Philadelphia, Pa.*

"It affords me pleasure to add that PRINTERS' INK is not only a thoroughly instructive journal, but one that is looked for by me above some 300 exchanges on my list, and I find it at all times beneficial, useful and entertaining."—*E. S. Battelheim, New York.*

"I know of no paper more interesting to me than PRINTERS' INK, and I often read every line it contains, advertisements as well as reading matter."—*F. J. Schultz, of F. J. Schultz & Co., Publishers, Chicago, Ill.*

"I fully believe PRINTERS' INK to be the most valuable journal published of interest to advertisers. I believe that the publishers comply with all the postal conditions for second-class matter."—*M. F. Hanson, Advertising Manager, Record, Philadelphia, Pa.*

"I value highly every issue of PRINTERS' INK for the original information it contains, which cannot be obtained elsewhere, pertaining to the business and art of advertising, contributed by various experienced writers. I would willingly pay double the subscription price with or without its containing a line relating to the business of its publishers—Geo. P. Rowell & Co."—*Franklin Putnam, New York.*

"It is one of the best and most useful publications I read out of dozens I receive and don't read."—*Erasmus Wiman, New York.*

"Doubtless very good, but not at all in the line of the King's Messengers to Heavhen Lands."—*Mary E. Clarke, Tremont Temple, Boston, Mass.*

"I read PRINTERS' INK with great interest each week, and believe it of more than ordinary value to the advertisers."—*Mme. A. Rupert, Advertiser, New York.*

"I consider PRINTERS' INK a valuable guide and instructor in the methods of how to get business and keep it. Long may you help us."—*Geo. G. Rockwood, 1,440 Broadway, New York.*

"I look for it eagerly every week, and consider it a most valuable publication."—*Chas. F. Reinsteins, Publisher Memorial Tidings, Philadelphia, Pa.*

"We are surprised that there should be any doubt on the matter, for such a wide-awake publication should be encouraged by every possible inducement. We wish you prosperity and all possible success."—*Geo. P. Pilling & Son, 125 South Eleventh St., Philadelphia, Pa.*

"Have taken PRINTERS' INK a full year, and do not see why it is not as much second-class matter as any other periodical publication."—*W. O. Stoddard, Author.*

"We note from time to time much very interesting correspondence; also new and original advertising. Not only attractive but instructive."—*Holman Liver Pad Co., New York.*

"We honestly believe PRINTERS' INK is the only paper of its kind which can be strictly called the recognized organ of the advertisers. It is an authority."—*Adams & Westlake Co., Chicago, Ill.*

"We can hardly wait the time to renew our subscription, so that we may get 52 more of a most valuable journal; couldn't get along without it."—*G. F. Parker & Company, New York.*

"I am a thorough believer in PRINTERS' INK, and consider your paper contains more information for the general advertiser than any I have ever seen."—*James H. Hirsch, Chicago, Ill.*

"We consider your publication the best of its kind published."—*Fred S. Barstow, Manager, Boston Office Hammond Typewriter Co.*

"I take pleasure in certifying in response to your circular letter that in my opinion, based upon many years experience in various departments of journalism, PRINTERS' INK cannot be excluded under the law from second-class matter."—*Byron Andrews, New York Office, National Tribune.*

"It is always read by our advertising manager, Mr. Higgins, and is considered of great value to every one interested in advertising. We have never looked upon it as representing the business interests of your agency, but more as one of the leading publications of its class. We are of the belief that it should be entitled to be entered at the Post-Office as second-class matter."—*Higgins & Selter, 50 W. 22d St., New York.*